

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

October 8 1983

Pharmacy for pharmacists: members call for special general meeting

ANP set to proceed against PSNC over BPA in High Court

Retirement of Billy Gorman

Unit sales on move: Nielsen drug index

Pharmacy economics — 9

Sunglasses
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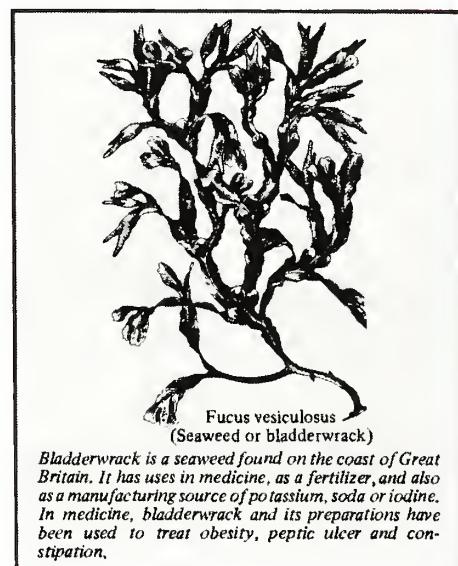
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COMMENT

One-man band

No one can accuse Mr Ashwin Tanna of apathy. For some months now he has waged a one-man campaign in favour of pharmacy ownership by pharmacists — prompted admittedly by concern over the growth of supermarket pharmacy and his fear that the individual pharmacist employee may lose professional control in such an environment.

An article and survey form in *C&D* (July 23, p166) was followed by other letters in the pharmaceutical Press. A local newspaper took up the cause as Mr Tanna ran a petition from his South London pharmacy and took it door-to-door in the surrounding area.

Mr Tanna has approached officials of pharmaceutical organisations for advice and assistance and has taken his case to his Member of Parliament and Member of the European Parliament. Now he is calling for a special general meeting of the Pharmaceutical Society — possibly as far as an individual can go without securing the backing of either the politicians or the trade or professional organisations.

We have considerable respect for Mr Tanna's tenacity in pursuing his goal, because we know he has not received all the support he might have expected from like-minded pharmacists. We also know that many people have warned him that it would be "David against Goliath" and that similar paths trod by others before him have led to disillusionment. But he has pressed on, and if nothing more has given one or two politicians cause to think about the pharmaceutical service and how best it should be provided. That in itself is no mean achievement.

In the process, Mr Tanna has also revealed just how out of touch with the facts politicians can be. The reply received from his MEP, Mr Richard Balfe, says: Whilst I am appreciative of the points that you make I am afraid that I cannot agree with you. I believe that the pharmacy industry is best served by having a mixture

of individual pharmacists and individual companies. None of the companies that would normally be called 'supermarket chains' run dispensing pharmacies with the exception of the Co-op and they, I know, insist on having a qualified pharmacist in attendance at all times."

While accepting that Mr Balfe is a supporter of free competition, he has clearly missed the point of Mr Tanna's campaign and is unaware of both the legal position of the pharmacist and the interest in pharmacy being taken by supermarkets over the past few years. There will be many other politicians like him, and it is disturbing to think that decisions concerning free movement and the right of establishment in EEC countries may eventually be taken without the full implications being understood. There is obviously quite an educational job to be done.

The hundreds of pharmacists who have responded to Mr Tanna's postal survey have persuaded him to continue the campaign, at least up to the stage of a special general meeting. If one is held, will it simply be a waste of the membership's money? Or will there be sufficient response to demonstrate the concern members have for the way the profession is to be practised in the future and the direction it now appears to be taking?

Whether one agrees with Mr Tanna's whole philosophy or not, the meeting would at least provide an unusual opportunity to point out to the politicians that the public interest does not always benefit from unrestricted competition where the professions are concerned. It might also provide some evidence for the Nuffield inquiry into pharmacy — perhaps the one independent means of influencing the powers that be.

Special meeting on pharmacy ownership

A call for a special general meeting of the Pharmaceutical Society has been made by certain of its members to discuss a motion that the Society organise a campaign with the ultimate objective that ownership and control of the profession should be by pharmacists.

Mr Ashwin Tanna, of East Dulwich, London, who put forward the motion, has submitted it to the Society endorsed with the signatures of 49 other members. The meeting is called under section VI, 5 of the byelaws which requires that the Society call a special general meeting "within such reasonable time as the Council shall think fit," if it receives a requisition in writing of not less than 30 members. Mr Tanna asks that the meeting be convened on a Sunday afternoon.

The motion reads: "That the membership requests Council of the Society to organise a campaign to convince the nation and Parliament, that the increase in influence and ownership of the profession by purely commercial and financial institutions and not by pharmacists is not in the best interests of health and patient care in this country. The ultimate objective of this campaign should be ownership and control of the profession by pharmacists."

Date fixed

The Council for the Society met on Wednesday as *C&D* went to Press. The special general meeting will be at the Society's headquarters on Sunday, October 30 at 3.30pm, a spokesman said.

Ashwin Tanna started his campaign to change the face of pharmacy with a "Personal Survey" in *C&D* (July 23, p166). "Do you want pharmacy for pharmacists?" was the headline of an article beginning: "I am firmly convinced that all pharmacies should be owned by pharmacists, and that no pharmacist should own more than one pharmacy. The issue is one that should be put to the membership...."

Mr Tanna had over 450 replies to his survey, the vast majority in support of his proposition. Mr Tanna's MP, Gerald Bowden, has had a reply to a letter he sent to the Department of Trade and Industry about the involvement of supermarkets in retailing pharmaceutical products, following the public petition Mr Tanna started in support of his campaign against supermarkets (*C&D* August 27, p321). The reply says Mr Tanna canvasses a number of ideas for protecting the

independent pharmacists, "some of which would appear to lead to a restriction of competition in the supply of pharmaceutical products." It goes on: "Such an outcome could only be justified in terms of some exceptional benefit to the public, which is not immediately apparent."

The petition has so far attracted 1,400 signatures. It resulted from reaction to an article in *South London Press* headed "Chemist's battle with big stores over pills — change law call" and followed Mr Tanna's survey in *C&D*.

The Under Secretary of State for Consumer Affairs, Mr Alex Fletcher has replied to Mr Bowden. He says that Mr Tanna's main point — the bargaining power of supermarkets — concerns him as the Minister responsible for competition policy, but stresses that his response is not Government policy, but is to a specific inquiry by an MP to an issue raised by a particular constituent.

"I recognise that the growth of supermarket chains and in particular their ability to negotiate large discounts from manufacturers can present problems for independent retailers. The subject of discriminatory discounts has been investigated by the Monopolies and Mergers Commission, whose report was published in May 1981. The Commission concluded that the practice of suppliers charging some retailers lower prices than others where the difference could not be attributed to savings in suppliers' costs did not operate against the public interest; rather it had been part and parcel of developments in distribution that had benefitted both competition and consumers. They recommended, therefore, that a general measure of prohibition or regulation of the practice was not necessary or desirable. However they recognised that in some circumstances the practice might operate against the public interest; and pointed out that cases where discounts appeared to be anti-competitive might be investigated under the Fair Trading Act 1973 or the Competition Act 1980. The Director General of Fair Trading, who is primarily responsible for initiating investigations, has looked closely at a number of specific instances of discriminatory discounts but has not launched a full investigation.

"In his letter and article Mr Tanna canvasses a number of ideas for protecting independent pharmacists, some of which would appear to lead to a restriction of competition in the supply of pharmaceutical products. Such an outcome could only be justified in terms of some exceptional benefit to the public, which is not immediately apparent. It is of course important that dispensing should be in the hands of qualified

pharmacists; but beyond that, in pharmacy as in retailing generally, we take the view that, provided competition and consumer legislation is functioning properly, market forces should be allowed to operate. It is not part of our function to seek to control the development of patterns of distribution in favour of one group rather than another."

Copies of the correspondence have been sent by Mr Fletcher to the Director General of Fair Trading.

Differential drug prices defended

Different prices charged for medicines in different countries were strongly defended recently by Professor G. Teeling Smith at an export training course organised by the Association of the British Pharmaceutical Industry.

He argued that pharmaceuticals should be more highly priced in "expensive" markets than in "cheap" ones and the difference should be put towards the cost of pharmaceutical research and development for the benefit of the world as a whole. For example, medicines being supplied for the wealthy urban elite in less developed countries need not be sold at the same cheap prices which are appropriate for the rural poor. Similarly, the affluent Germans can afford to pay more than the impoverished Greeks for the same medicines.

Professor Teeling Smith strongly criticised the international agencies and the European Commission in particular for apparently failing to understand this economic theory of differential pricing. An attempt to get medicines in all countries at the lowest available prices would delay the discovery of new treatments for the diseases of both the affluent world and the least developed countries.

Amitriptyline recall by Thomas Kerfoot

Thomas Kerfoot & Co ask pharmacists to check their stock for bottles of amitriptyline tablets 25mg batch EV14B, labelled as containing 100 tablets instead of the correct quantity of 500 tablets. Pharmacists should contact the company on 061-330 4531 if they have any incorrectly labelled bottles; these will be collected and replaced by return delivery.

While all other labelling details are correct the error could present some risk to the patient should the pack be dispensed in response to a prescription for 100 tablets, says the company.

ANP set to proceed against PSNC in High Court

The Association of New Pharmacies is set to institute High Court proceedings against the Pharmaceutical Services Negotiating Committee in respect of the Basic Practice Allowance. The aim will be to get the BPA for everyone — and possibly to get it backdated for "ineligible" new contractors — or to get it abolished, says chairman John Barnes.

This decision follows a meeting of ANP representatives and PSNC officers last week to discuss BPA. ANP's view of the PSNC's position — a view denied by Alan Smith, PSNC chief executive — is that PSNC would favour a return to a three-tier system of Basic Practice Allowance rather than seek to implement the £5,000 one-tier system voted for by Local Pharmaceutical Committee delegates at their April conference. This would mean the full increased BPA being paid only to contractors presently in receipt of BPA; the increase in BPA alone being paid to contractors in business now and not in receipt of any BPA, and no BPA at all being paid to contractors opening up within one km of an existing pharmacy after a new system is introduced.

However, Mr Smith says this three-tier proposal is in abeyance pending negotiations with the DHSS. The Department has told PSNC it cannot discuss the one-tier resolution on BPA resulting from the LPC conference, as put to them by the Committee, until the result



"Perhaps we should adopt a block vote system in pharmaceutical elections."

of the Binder, Hamlyn inquiry into family practitioner service costs is known.

Closed areas

ANP secretary Maurice Walderman says ANP had also made it clear that they would consider the setting up of "open" or "closed" areas for new contractors, because closure of certain areas to contractors would be a better way of controlling distribution than non-payment of BPA. Mr Smith replies that to date the Government has refused to make the necessary legislation. In any case, Mr Smith says, such legislation would take away the "raison d'être" for the ANP. Mr Smith said PSNC had refused to consider an ANP request that BPA payment be backdated to new contractors who had failed to obtain it after appeal to the Committee.

Counsel's opinion

An extract of Counsel's opinion as given by ANP is that there may be a case for preventing an increase in BPA at the expense of on cost under two principles of law.

a) Unlawful interference with economic interests. "Unlawful interference" would result if PSNC were found to be in breach of its constitution. "Economic interests" are those of contracting pharmacists not in receipt of the BPA.

b) A majority is not entitled to commit a fraud on a minority.

In addition counsel considers the restraint of trade provision of BPA may require registration with the Director of Fair Trading under the Restrictive Practices Act 1976.

Call to PSNC for clawback conference

A conference of Local Pharmaceutical Committee representatives should be called to discuss the current discount clawback and its future implications. That request has gone to the Pharmaceutical Services Negotiating Committee from Lincolnshire LPC, but requires a further 24 LPCs to support the idea before the Committee is required to take action.

... as LPC officers set up committee

A regional contractors committee in the Newcastle area (PSNC region 1) was formed on October 4 as a direct consequence of the recent "unsatisfactory" Department of Health clawback. The committee comprises the Local Pharmaceutical Committee chairmen and secretaries of the nine LPCs in the region and is chaired by the regional PSNC representative, Mr A.M. Tweedie.

The committee will continue to meet at monthly intervals until a satisfactory method of remuneration for contractors

Mr Graham Walker, Lincolnshire LPC secretary, told C&D this week that the Committee was concerned at the very short period of time in which contractors are being asked to pay back substantial discounts which have accumulated over the past three years. "The Committee does not feel LPCs should sit back and allow the DHSS to impose such rigorous penalties upon us."

PSNC secretary Mr Stephen Axon told C&D that he had received Lincolnshire LPC's request along with a "significant number" from other LPCs.

has been formulated by the PSNC, Mr Tweedie told C&D.

The following resolutions were passed unanimously by the committee at its first meeting:

1. This committee deprecates the recent DHSS clawback on the principle that the contract is "performed" in law and paid for, and should not then be clawed back retrospectively.
2. This committee calls for an urgent conference of LPCs to be arranged by PSNC to discuss the implications of the clawback and to voice its rejection of the principle of penalising professional and business efficiency.
3. This committee calls on the PSNC to urgently establish a working party to

French pharmacists mark time

No further action is planned by French pharmacists following their one day strike on September 21. Talks with the Government have not yet been resumed at an official level, and a response has not been received to the list of demands left at the Ministry (C&D last week).

A reduced pharmaceutical service has been introduced at weekends and public holidays after Government intervention.

examine *de novo* the whole contractual basis of community pharmacy services in the NHS; particularly to establish a contract charter which will:

- 3.1 reward efficiency and productivity even if it penalises the inefficient.
- 3.2 recognise and utilise fully the pharmaceutical knowledge and availability of the community pharmacist.
- 3.3 simplify the method of remuneration so that contractors can more easily understand the mechanics of payment.
- 3.4 introduce a higher degree of individualisation in line with facilities afforded by modern computerisation.

The PSNC should present its conclusions to the DHSS, the Pharmacy Review Panel and the Nuffield inquiry.

Retirement of Billy Gorman: 'Mr Pharmacy in Northern Ireland'

"Mr Pharmacy in Northern Ireland." That description of Mr Billy Gorman by the president of the Pharmaceutical Society of Northern Ireland, Mr Harvey Galbraith, was heartily endorsed by over 140 pharmacists and friends who attended a dinner to mark Mr Gorman's retirement as the Society's secretary (see *C&D* July 30).

Mr Galbraith regretted that the job of bidding farewell to Mr Gorman after 37 years should have fallen on him, but Billy had given devoted service and was taking a well-earned retirement.

Tributes galore

The president said he had sent a personal letter to all the Society's members and his appeal for donations towards a retirement gift had met with a magnificent response. Many pharmacists had also written tributes and from among them Mr Galbraith quoted: "A great ambassador and a great secretary", "A perfect holder of the post", "There are few he has not helped with sound advice", "One of nature's gentlemen".

Professor P.F. D'Arcy, head of the department of pharmacy, Queen's University, was abroad but his personal

Mr Galbraith (left) presents Billy Gorman with a cheque contributed by PSNI members while Mrs Dorothy Gorman looks on



tribute was read out by Mr Derek Lawson, who succeeds Mr Gorman as secretary. Professor D'Arcy said a considerable debt was owed to Mr Gorman for all he had done for the profession in Ulster — a Society had been established which was respected beyond the boundaries of the Province.

Presenting a cheque to Mr Gorman, Mr Galbraith advised him to "spend it quickly and enjoy it immensely."

In reply, Mr Gorman said he was "lost for words," but nevertheless treated the gathering to a fund of stories concerning the Society's examiners, Council members and other personalities spanning his period of office. He also referred to major events such as the formation of Northern Pharmacies and the fight to

keep the pharmacy degree within Queen's University. Mr Gorman concluded by expressing personal thanks to Mrs Anthony and other staff at University Street. And in wishing Mr Lawson success in the post, he asked members to be patient and to give him every possible assistance.

Further presentations were made by Mr Joe Cahill, secretary and registrar, Pharmaceutical Society of Ireland (Waterford glass) and by Ron Salmon, editor *Chemist and Druggist* (carriage clock).

The proceedings were rounded off humourously by the profession's doyen, Mr Harry Boyd and ended with a standing ovation.

Spectacle shop to challenge opticians

A man with no optical training has started selling spectacles in an attempt to challenge the opticians' monopoly.

Mr Peter Risdon opened his Eye Shop in London's Exmouth Market on Monday and sells simple magnifying reading glasses for adults whose eyesight is deteriorating as part of the normal ageing process. The spectacles cost from £3.99 to £9.50 a pair.

He thinks the opticians may take action against him under the 1958 Opticians Act. His defence will be that the normal ageing process is not a defect nor a disorder so that his supply of spectacles does not technically infringe the Act. Notices in the shop advise customers to seek a proper eye test if they think there is anything wrong with their eyes other than normal age deterioration.

'Marvellous' response

Mr Risdon told *C&D* on Tuesday that there had been a "marvellous" response from the public seeking spectacles. He had not heard from any of the opticians' organisations other than a note declining an invitation to his opening reception.

A spokesman from the General Optical Council told *C&D* that it was too early to say if the Council was likely to take legal action. The decision to do so would be taken only after a thorough

investigation of all the factors involved, such as whether Mr Risdon's service put the public at risk.

An article in *The Guardian* last week quotes an eye surgeon as saying it was absurd for opticians to defend their monopoly by arguing that their expertise enabled them to spot more serious eye disorders. "If you wanted to screen the population for eye disorders you should do it in a systematic, not a random way... You could say that the sale of aspirins should be confined to prescription because headaches can be the symptom of a brain tumour."

'Tampons may cause vaginal ulcers . . .'

Tampons may cause recurrent cervical and vaginal ulcers according to a report in the *Journal of the American Medical Association* recently. The report cites three cases of women whose vaginal and cervical ulcers cleared when they stopped using tampons but recurred when they started using them again.

A Lila-White spokesman said normal tampon usage does not cause clinically significant effects. But it is possible that keeping a tampon in place for a long time may result in problems such as ulceration. "We believe that the latest cases are within previous experience and do not change the perception of the rarity of the effect," he said.

NPA practice research awards

Applications are now invited for the 1984 NPA practice research grants. Two grants are available with awards of up to £500 for each of the successful applicants. One of the traditional features — the Harold Moss Award — continues with support to one of the grants by E. Moss Ltd.

The NPA Board hopes that the increased awards will stimulate, encourage and support research by community pharmacists into some aspects of retail pharmacy practice. In previous years grants have been awarded for the development of an algorithm for counter prescribing; research into the domiciliary role of the community pharmacist; and computer systems in pharmacy.

The prospective applicant must be a registered pharmacist who is the proprietor of an NPA pharmacy, or a director of a company which is an NPA member, or a partner in a partnership which is an NPA member, or an employee of an NPA member, provided the employer consents to the research. Pre-registration pharmacy graduates employed by NPA members are also eligible, subject to employers' consent.

To apply, either write or telephone the NPA for an application form which must then be completed and returned by December 19 for consideration by the NPA Board.

Scottish contractors seek discount talks with Minister

Scottish contractors are seeking a meeting with the Scottish Minister responsible for Health, Mr J.J. MacKay, over the introduction of the new discount and surcharge scales.

In a statement to C&D, Dr Colin Virden, secretary of the Pharmaceutical General Council (Scotland) said, "We thought we had an agreement with the Scottish Home and Health Department that the new discount scales of 6.5 per cent and the surcharge scale of 3.4 per cent would be applied in the same way that the previous scale of 5.44 per cent was applied. It was agreed when discount scales were last adjusted, that the SHHD could recover the 5.44 per cent by applying an average discount rate of 4.8 per cent and acknowledging that the remainder of the money would be recovered because of reduced on-cost payments. (On-cost in Scotland is calculated on the discounted ingredient value, not as in England.)

"In our letter to the Department on August 30 agreeing to the revised rates of 6.5 per cent and 3.4 per cent we stated that we expected the scales to be constructed as on the previous occasion. The Department agreed to this. When we came to discuss the construction of the scales, it emerged that the Department wanted to take a 6.5 per cent reduction in ingredient cost together with the reduced on-cost payment. This would be equivalent to an overall reduction in payments of 7.37 per cent of ingredient cost.

"The officials at the SHHD are adamant that, although they acknowledge the effect of discount recoveries in reducing on-cost payments, it was their intention throughout negotiations to apply the discount scales in this manner. Any over-recovery by the Department would be corrected at some future date through the balance sheet. The General Council's position is that it was never given any cause to consider that the scales would be applied in any other way than on the previous occasion, and that the Department accepted this. The possibilities for negotiation between officials are now exhausted, and the Minister must now resolve the matter."

Nuffield 'all set'

The Nuffield Committee set up to look into pharmacy practice (C&D September 10, p408) will decide on its method of inquiry at its first meeting set for Tuesday, October 18.

Dr Stuart Carne, a GP who practises at the Grove Health Centre, Goldhawk Road, London W12, and Professor Maurice Peston, an economist from

By Xrayser

Rush in . . ?

And you all know how that quotation begins! I may as well admit I'm often first in myself, although I try to hedge my bets a bit, now I'm getting more experienced in reading the lines of invisible print, ie what has *not* been told, as opposed to what was reported. I refer once more to the case of the pharmacist who was fined £100 because of an antibiotic substitution he made.

The secretary of the Wilts LPC, G. Hill, has, like many of us, been concerned at what appears to be a glaring injustice. But I can't help wondering if we have all the facts. We know the pharmacist didn't tell the patient anything about the change of brand — which was poor judgment if nothing else. After we read the first report, on which I commented, we learned he had not endorsed the script either, which seems pretty careless to me since, if I had had to make a change like that, I'd automatically endorse the change, and the reason for it. We are left to wonder if the statement that he later contacted the doctor who agreed the change, was confirmed, because if it were, why should the doctor choose to say the product was not what he ordered? And was there another chemist nearby? It has a bearing on the matter.

I'm prepared to back my professional judgment in cases like this, but I make darned sure I am seen to be acting in the patient's best interests by everyone concerned. If I were fined then I would appeal, and frankly would expect to win. We need more information here . . .

Where power lies

Mr S.G. Armitage of Hull, in his letter last week (p605) finishes a nice resumé of the conditions under which we provide a dispensing service, by saying "we are selling a service" and alleges: "That fact, ladies and gentlemen, is where our power lies."

The only place I know where power lies is in Parliament, and it very frequently lies there, as we know. There is no power in pharmacy, unless all the pharmacists are convinced of the need for combined action, in whatever field we care to discuss. But in retail pharmacy there is no advance until the direct interests of every pharmacist are the same. So long as we have a few, say 30 per cent of us as proprietors, picking up the

Queen Mary College, University of London, complete the committee membership which numbers 13.

Mrs Miriam Harris, the Committee's

tabs, and the rest, as employees, only indirectly affected, we stay that way.

As Mr Lewis told us, yet again, this stems from way back in 1911 when the contract for dispensing could be taken up by any old entrepreneur. We know it's wrong, but the knowledge and admission of it doesn't strengthen our hand. All we do is study handwriting, and weeping on each other's shoulders in our various journals. If we were really serious about getting change, not only would we have been beavering away for years but we would have had a concerted plan of campaign and a thoroughly sorted-out programme for the provision of a first-class pharmaceutical service in this country. But not on your nellie!

What do we do? Some of us spend our entire lives as faithful servants of companies, big and small. Grumbling, yes, but hanging on for the pension. Others dispatch themselves to the satisfying limbo of hospital work. Others to industry where they seem to be of recognised value, while the rest of us drear our lives running happy chemist shops where we dream of making our fortunes, but end up with multiple bazaars in competition with grocers, hairdressers, photographic shops, jewellers, and health food stores. We have our interests to consider when there is serious prospect of fundamental change. And we make our living.

It could be different: But for the first steps we have looked to our Society, which disappoints us again and again. We have had enough of clear, dry-eyed explanations of cause and effect. We know them already. What we want now is for our executive to be told to prepare an outline document of what changes would be needed in law to bring pharmacy back to the pharmacists. Tabulated in a graphic picture form so simpletons like me could see targets, and ways and means. We don't even have a clear picture of what we want, yet keep getting all sorts of people telling us to stand up and be counted and other such meaningless obliterations of ignorance.

Am I just another twerp shouting his silly head off? I have a feeling we have got to upset people, break comfortable moulds and cosy assumptions, while establishing the value of our contribution to the welfare of our fellow men. It's all wrong that the brunt of programmes aiming to do this should be borne by the association serving retail pharmacy. That is a commercial organisation. It should come from our professional body . . .

secretary, said that there is no truth in the suggestion that the committee does not plan to consult pharmaceutical organisations.

PRESCRIPTION SPECIALITIES

Frumil tablets

Manufacturer Berk Pharmaceuticals Ltd, St Leonards Road, Eastbourne, Sussex

Description Orange tablets with a breakline, marked Frumil, each containing frusemide 40mg and amiloride hydrochloride 5mg

Indications Management of oedema. It is particularly recommended for conditions where potassium conservation is important, eg. congestive cardiac failure, nephrosis, corticosteroid therapy, oestrogen therapy, ascites associated with cirrhosis

Dosage One tablet each morning. This may be increased to two if the initial response is unsatisfactory

Contraindications Hyperkalaemia, acute renal failure, anuria, severe progressive renal disease, electrolyte deficiency, precomatose states associated with cirrhosis, concomitant potassium supplements, known sensitivity. Safety in children has not been established

Artilan tablets

Manufacturer M.A. Steinhard Ltd, 702 Tudor Estate, Abbey Road, London NW10 7UW

Description Round white tablets, one side bearing the name "Steinhard" and the other scored with the letter "B" above the line and either the figure "2" or "5" below and containing respectively 2mg and 5mg benzhexol hydrochloride

Indications Anticholinergic agent mainly employed in the symptomatic treatment of Parkinsonism and to alleviate extrapyramidal disorders due to the administration of CNS drugs such as reserpine and phenothiazines.

Dosage Adults only, and should be administered in divided doses three or

Precautions, warnings Hyperkalaemia has been observed in patients receiving amiloride. Frusemide may cause latent diabetes to become manifest or increase insulin requirements. Patients with prostatic hypertrophy or impaired micturition have an increased risk of developing acute urinary retention. Serum uric acid levels may rise during treatment and precipitate gout. Cephaloridine nephrotoxicity may be increased by concomitant administration. Serum potassium should be monitored at appropriate intervals. Dosage of concurrently administered cardiac glycosides or antihypertensive agents may require adjustment. Frumil should be discontinued before a glucose tolerance test. Safety during pregnancy and lactation has not been established

Side effects Malaise, gastric upset. If skin rashes or pruritus occur treatment should be withdrawn

Packs Cartons of 28 tablets with two calendar foils of 14 tablets (£3.78 NHS)

Supply restrictions Prescription only
Issued October 1983.

four times a day before or with food. The normal initial dose is 1-2mg daily, gradually increased to 6-10mg daily according to the needs of the patient

Contraindications, warnings etc

Treatment should never be suddenly terminated — reduce the dose slowly. Use with caution in patients with obstructive disease of the genito-urinary or gastrointestinal tracts, in male patients with possible prostate hypertrophy, and in incipient glaucoma. Patients with hypertension, kidney, liver or cardiac disorders should be watched with care

Packs 2mg: containers of 100 (£1.86) and 1,000 (£15.44). 5mg: containers of 100 (£3.62) and 1,000 (£31.45)

Supply restrictions Prescription only
Issued October 1983.

Monit tablets

Manufacturer Stuart Pharmaceuticals Ltd, Carr House, Carrs Road, Cheadle, Cheshire SK8 2EG

Description White, round, scored tablets embossed "Stuart 20" and each containing isosorbide mononitrate 20mg

Indications Prophylaxis of angina pectoris. The mononitrate is an active metabolite of isosorbide dinitrate. It is not subject to first pass metabolism. Onset of action occurs within 20 minutes and is maintained for more than eight hours

Dosage Usually one tablet two or three times daily. The tablets should be swallowed whole with a little fluid.

Patients on prophylactic nitrate therapy may normally transfer direct to the mononitrate; otherwise the initial dose should be half a tablet twice daily

Contraindications, warnings etc

Sensitivity to the drug or isosorbide dinitrate. The following adverse effects may be seen: cutaneous vasodilation, headache and dizziness (controlled by lowering the dose), postural hypotension, and, rarely, dry rash or exfoliative dermatitis. Nitrate preparations can act as physiological antagonists to noradrenaline, acetylcholine, histamine and other agents

Packs Bottles of 56 tablets (£4.78 NHS)

Supply restrictions Prescription only
Issued October 1983.

Burinex liquid

Manufacturer Leo Laboratories Ltd, Longwick Road, Princes Risborough, Aylesbury, Bucks HP17 9RR

Description Opalescent, pale green, viscous, aqueous solution for oral administration containing 1mg bumetanide in 5ml (0.2mg per ml)

Indications Potent high ceiling diuretic with rapid onset and short action

Dosage Usually 1mg (5ml) as a single oral dose given in the morning or early evening. The dosage should be adjusted according to the patient's response

Contraindications, warnings, etc As for other preparations of bumetanide

Pharmaceutical precautions Do not refrigerate

Packs 150ml bottle (£2.95 NHS)

Supply restrictions Prescription only
Issued October 1983

Fabahistin now POM

Fabahistin (mebhydrolin) has been transferred from Pharmacy only to Prescription only following rare reports of white cell depression. *Bayer UK Ltd, Pharmaceutical Division, Bayer House, Newbury, Berks.*

... and Merbentyl

Merrell's Merbentyl syrup and tablets have been transferred from Pharmacy only to Prescription only because the recommended adult dosage on the label has been increased to 10-20mg three times a day to match the suggested dose on the data sheet.

A blister pack of 100 Merbentyl tablets replaces the 50 tablet bottle which will not be accepted for credit. Orders in progress for the 50 pack will be substituted pro-rata with the new pack. *Merrell Pharmaceuticals Ltd, Rusham Park, Whitehall Lane, Egham, Surrey.*

Chenofalk transfer

Marketing, manufacture and distribution of Chenofalk capsules has been transferred to Thames Laboratories Ltd. Previous suppliers Armour have passed on details of outstanding orders. Thames themselves say that stocks have just arrived in this country and details of distribution, prices etc, will not be available for about two weeks. *Thames Laboratories Ltd, 206 Upper Richmond Road West, London SW14 8AH.*

Hep-rinse transfer

Hep-rinse (Leo) has been transferred to Edwin Burgess and will be called Hep-flush. Packs size and price are unchanged. *Edwin Burgess Ltd, Longwick Road, Princes Risborough, Aylesbury, Bucks.*

An important announcement on head louse eradication

The Right Approach

Carbaryl is the only human insecticide without a single reported case of louse resistance.

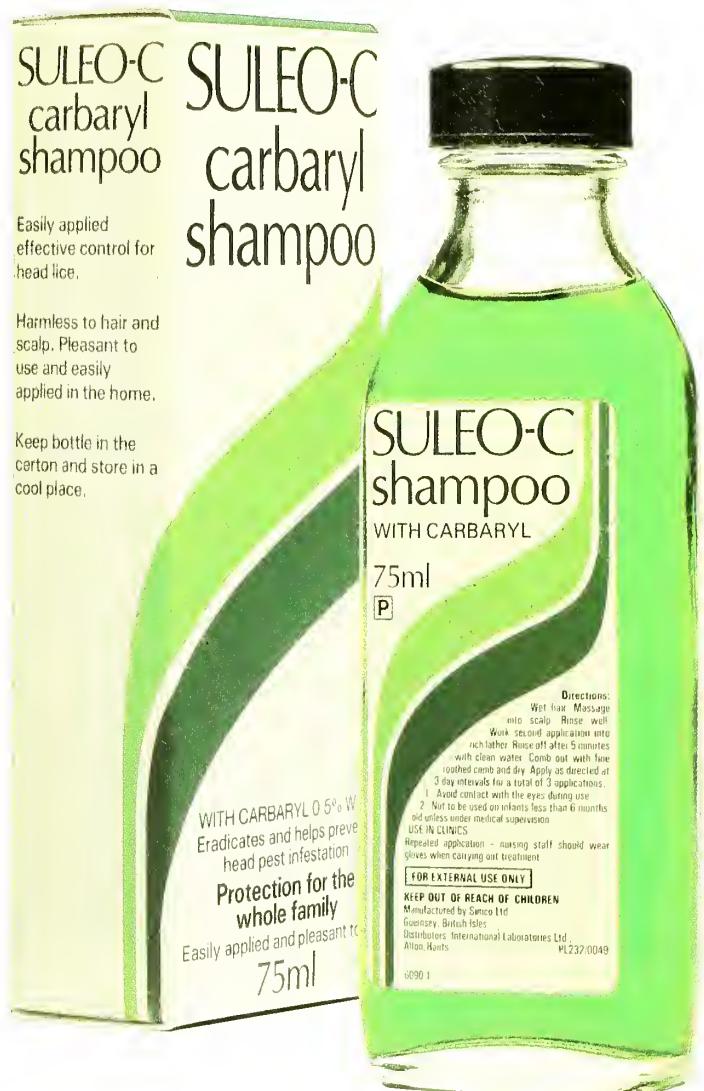
For head louse eradication, carbaryl is available in lotion and shampoo form. However, some people – especially those who cannot tolerate the pungent smell, or have a sensitive skin – find lotions unpleasant or impossible to use.

An effective and pleasant-to-use alternative to lotion treatments is Suleo-C shampoo with carbaryl. Incorrect use of insecticides, however, not only results in treatment failure, but may encourage the emergence of resistant strains of head louse.

It is therefore vital that users be firmly encouraged to follow precisely the instructions in every pack of Suleo-C shampoo.

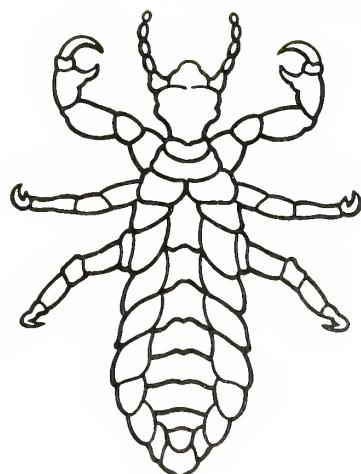
Crab lice (*Pthirus pubis*)

Suleo-C shampoo with carbaryl is equally effective in the treatment of crab lice – currently a relatively common problem.



SULEO-C shampoo

with carbaryl 0.5% w/w



the **EFFECTIVE** alternative to lotion treatments

TRIED AND TESTED ETHICA

Here indeed, is a breakthrough in the relief of pain that every pharmacist will welcome.

For more than fourteen years, ibuprofen has been prescribed worldwide. It has been the drug of choice of many doctors for chronic rheumatic conditions and a variety of other painful conditions. It has been proved to be successful in the treatment of headache, migraine, period pain and dental pain. Its safety record is unrivalled. Its efficacy undisputed.

Now, because of its proven reliability, ibuprofen, under the brand name NUROFEN, has been granted a license for sale over the counter in pharmacies only.

Approved indications include the relief of:

**HEADACHE, MIGRAINE, COLDS AND FLU SYMPTOMS,
PERIOD PAIN, RHEUMATIC AND MUSCULAR PAIN,
BACKACHE, DENTAL PAIN.**

You can recommend NUROFEN to your customers safe in the knowledge that even in regular use, it is gentler on the stomach than aspirin, more effective in reducing inflammation than paracetamol and a highly efficient analgesic.

NATIONAL TELEVISION LAUNCH £1,400,000 IN 12 WEEKS

Our imaginative TV commercial dramatising the medical breakthrough that brings NUROFEN to your customers will spearhead the launch this Autumn.

THE BREAKTHROUGH THAT RELIEVES LOCKED-IN PAIN

That's the theme that sums up superbly the benefits of NUROFEN as a treatment not only for headaches but many kinds of locked-in-pain.

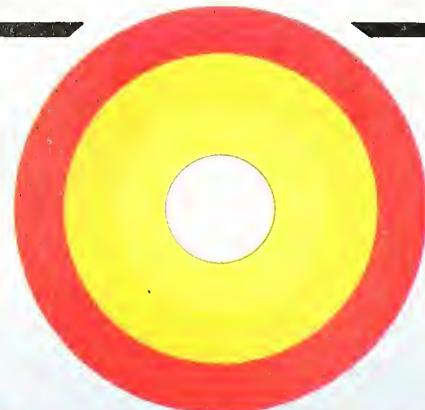
GOES OVER THE COUNTER

AUTHORITATIVE EDITORIAL BACK UP

The editors of the leading TV and RADIO STATIONS, NEWSPAPERS AND MAGAZINES are now being called to press conferences. Press coverage is assured for this important advance in self medication.

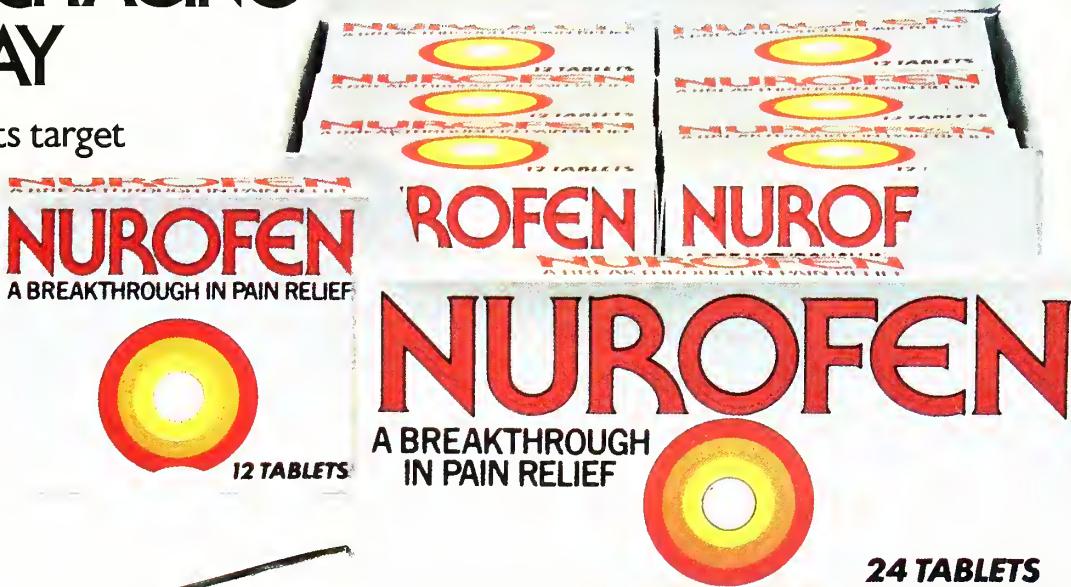
SUPERB PACKAGING AND DISPLAY

The silver pack with its target symbol reflects the modernity and sophistication of the product. Dignified eye catching display.



NUROFEN

A BREAKTHROUGH IN PAIN RELIEF



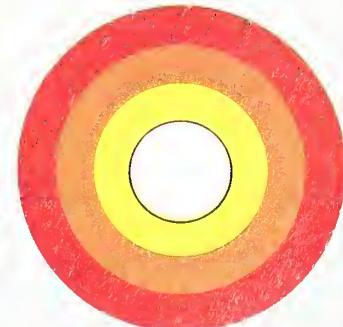
NUROFEN IS NOT ONLY A BREAKTHROUGH IN PAIN RELIEF, IT SYMBOLISES THE GROWING IMPORTANCE OF THE PHARMACIST IN COMMUNITY MEDICINE

Now customers will be asking you for new NUROFEN. You can recommend it confident in your experience of its heritage as a safe, effective and fast acting analgesic.

NUROFEN

A BREAKTHROUGH IN PAIN RELIEF

Stocks available from your wholesaler or Crookes representative.



First with more.

Discover 2 was the first home pregnancy test to give the extra reassurance of a second test in every pack. The result was instant success and rapidly increasing brand share.

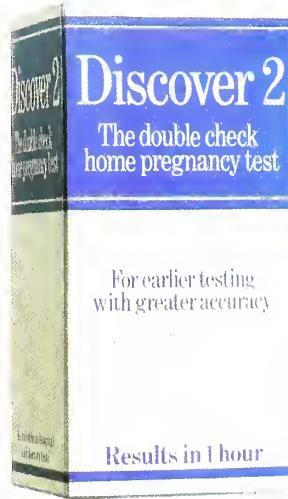
First with less.

Last October, we re-launched Discover 2 with highly sensitive Beta-reagents.

The new Discover 2 gave busy women a result in One Hour, cutting the previous best time in half.
And right away less time meant more sales.

First.

It's hardly surprising then, that the latest independent market research shows Discover 2 to be the undisputed Brand Leader in OTC pregnancy tests.



Results in one hour, one day after a missed period. And two tests for complete confidence
Carter-Wallace, Wear Bay Road, Folkestone, Kent. Tel: (0303) 57661.

COUNTERPOINTS

More bite for Gibbs toothpastes

Mentadent dental care range is to be supported by a £3.5 million campaign in 1984 and a £1.5m "communication programme" is planned for Signal.

Elida Gibbs say that at least £1m will be spent on advertising their range of Mentadent cleaning aids (now available for sale through retail outlets) via posters and the consumer Press. National television advertising starts in January 1984.

By the end of the year, Elida Gibbs say, two million people will have received a sample from the range via their dentist.

The range comprises: adult standard brush (£0.65), adult small head brush (£0.65), child brush (£0.65), Interspace brush for cleaning between widely spaced teeth (£0.55), unwaxed floss (£0.65), disclosing tablets (£0.55) and a dental mirror (£0.55). All are blister packed with instructions on the reverse.

Orders come supplied in outers of 12 with flip-up headboard. Large orders will be met with a white plastic modular display unit on which packs can be hung.

Signal's communication programme is to consist of a £1m spend on women's Press and posters which will liken the way Signal's fluoride can help reverse the early stages of decay to the way a dab of



The Mentadent range of toothpaste and dental care items

antiseptic is used on cuts and grazes.

Mr Colin Hall Dexter, director of Gibbs oral hygiene service, explains that fluoride can concentrate in weak spots created by loss of calcium and other minerals from the tooth surface (demineralisation) encouraging remineralisation and reversing the early stages of decay.

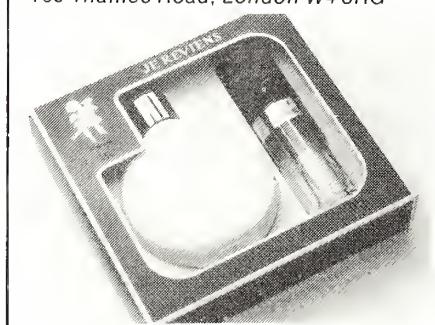
A £4,000 family holiday or £3,000 in cash can be won in a competition linked to the programme, with 5,000 educational wallcharts for the runners up.

Signal is also sponsoring a two-year schools project (*C&D* July 23, p158) open to the first 5,000 schools applying. They estimate this will reach 300,000 children aged nine to 11 years. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

from infection and suppressing recurrence of facial, oral and genital herpes, claim Booker.

Healthcrafts Lysine 500mg is available in 6 x 60 tablet packs (rsp £1.85). Each 60 tablet box should be sufficient for 30 days usage. *Booker Health Foods Ltd, Healthways House, 45 Station Approach, West Byfleet, Surrey.*

Les Parfums Worth have redesigned the packaging for two gift coffrets. They are a Miss Worth gift set comprising a 1oz eau de toilette atomiser and matching talc, and a Je Reviens gift set (pictured) containing a 1oz eau de Je Reviens atomiser and talc. Prices remain unchanged at £5.95. Les Parfums Worth, Magnolia House, 160 Thames Road, London W4 3RG



Incontinence aids from Kanga . . .

Kanga Hospital Products have extended their range of incontinence products with the introduction of two new lines.

Dropshield is designed specifically for effective management of dribble or low volume incontinence in males. The Dropshield is a smooth, flexible waterproof pouch which fits over the penis. It is lined with highly absorbent material which is capable of absorbing many times its own weight in urine, and is available in two sizes, say Kanga.

Kanga Flexipant is a washable and reusable nylon stretch garment designed for close-fitting and patient comfort, available in three colour-coded sizes. The garment will hold in place a wide range of absorbent, plastic-backed pads for both urinary and faecal incontinence, and is ideal for holding lower torso and abdominal dressings in place. Whilst Flexipant is suitable for both male and female use, it is particularly effective when used in conjunction with Dropshield pouches. *Kanga Hospital Products, PO Box 39, Bentinck Street, Bolton.*

. . . and Ancilla

Ancilla are introducing their latest aid for the management of incontinence, after successful user trials.

Tenders all-in-one adolescent and adult diapers are specially designed for ease of fitting, comfort and security, says the company, and are being offered to cater for those with physical or mental handicap, psycho-geriatric and patients confined to home.

Tenders are available in three sizes (small, hip size 50-80cm, medium 80-115cm, and large 115-180cm). *Ancilla (UK) Ltd, PO Box 20, Bury St Edmunds, Suffolk IP33 1TZ.*

Swimmers' shampoo

A shampoo, developed to protect against chlorine and pool chemicals, is being distributed by Dendron Ltd.

Manufacturers, World of Service, claim that while the shampoo (120ml, £1.15) has chlorine removing ingredients it is still gentle enough for use on a daily basis. Advertising will appear in general sports and swimming magazines. The shampoo will be marketed under the Win label which is linked with swimming aids and equipment in the sports industry. Distributors: *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts.*

Steinhard are introducing a branded vitamin B₆ tablet under the name of Paxadon. Each tablet is white, round, with one side scored and contains 50mg pyridoxine hydrochloride. Paxadon (GSL) is indicated for vitamin B₆ deficiency, treatment of peripheral neuritis due to isoniazide therapy, sickness associated with pregnancy and radiation sickness. The recommended dose is 50-150mg daily in divided doses. In children the therapeutic dose is 20-100mg daily. Paxadon is available in containers of 100 (£2.29). *M.A. Steinhard Ltd, 702 Tudor Estate, Abbey Road, London NW10 7UW.*

Relief in sight for herpes sufferers?

Booker Health Foods has launched a product aimed at Herpes Simplex sufferers.

Lysine, marketed under the Healthcrafts brand name, has demonstrated beneficial effects in accelerating recovery

Scholl double ad spend for '84

New promotional spending during 1984 will enable chemists to cash in on the profitable footwear market and earn margins of up to £7 per pair, Scholl claim. They plan to double their promotional budget to around £2m.

Two television and two Press campaigns will keep the brand in the public eye throughout the peak sell-through period of April to July. In line with the health and fitness boom, the sandals will be shown as "actively good for feet and legs".

Television advertising begins in April with a campaign on Soft Step sandals with their money-back comfort guarantee. Slimmer bases, more delicate styling and a wider colour choice give an elegant, quality appearance to the range, say Scholl. The new styles incorporate softer



Two new styles from the medium-heeled wood range (£16.99 and £17.99)

leather uppers and an improved man-made sock, the company says.

The advertising campaign on exercise sandals follows in May until the end of June. New in the wooden range is a slip-on style with mushroom upper, and an adjustable twin-strap sandal in white or pewter. A mule with an elasticated gusset in parchment is the new high-heeled style.

A separate campaign aimed at women aged 25 to 45 will promote a new range of flexible exercise sandals with full-colour pages in women's weeklies throughout June. This range includes a low-heeled style in royal or chocolate in addition to the high-heeled style available in four shades.

As well as reflecting the various

advertising campaigns, display material will highlight the separate advantages offered by each category within the total Scholl range. The exercise sandal header card, for example, features the 1983 winner of the "Young Dancer of the Year Award" sponsored by Scholl. The Soft Step point-of-sale concentrates on the "airbubble" base and comfort features. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

Corimist on TV

Schwarzkopf are to spend £700,000 on a two-month television campaign featuring the recently relaunched Corimist range of hair products.

The new 30-second commercial will highlight the styling mousse and has the copy line: "Don't get it wet with anything less". Starting on October 10 with two teaser commercials on TV-am, the campaign continues in the Central, TVS and Yorkshire television regions until the end of November. *Schwarzkopf Ltd, Penn Road, California Trading Estate, Aylesbury, Bucks.*

Pharmaton® The Healthtime Capsule

Have you got your fair share of a multi-million pound market?

The market for Multi-Vitamins and Ginseng related products stands at an amazing £33m each year. You could dramatically increase your share of that highly profitable market with Pharmaton.

Pharmaton can give you a healthy alternative to other Multi-Vitamins with its UNIQUE FORMULA of Vitamins, Minerals, trace elements, standardised Ginseng extract G115 and Deanol. The formula gives Pharmaton a 'P' license which means it can only be sold by pharmacists, giving you an exclusive product.

Apart from the standard bottles of 30 and 100, Pharmaton have successfully introduced the new handy starter pack of 10 creating a greater demand from consumers with its attractive new design and lower unit cost.

Along with the unique formula and new packaging a powerful national advertising campaign is planned to extend consumer awareness. The campaign will build upon 'The Healthtime Capsule' theme continuing to advertise in Woman's Magazines, Readers Digest and the very successful TV Times Inserts but additionally using a heavyweight selection of National Dailies and Sunday Magazines.

for those certain times in your customers' lives

Contact: Pharmagen Limited 0928 712918



Coty use radio and TV as sales soar

Sterling sales of Coty products grew by 66.5 per cent during the July-August period, say Rigease. This success is due to the sell-through of Complice and the 30 per cent growth of the L'Aimant range "at the expense of other mid-market competitors."

Tony Sheridan, Coty marketing manager, says independent research puts the size of the fragrance market at just over £200 million at retail prices. "The market is 6.3 per cent up in sterling terms, but units have fallen by almost the same amount, indicating a stagnant market," he says. "Even the apparently dynamic French sector has slowed down following the recovery the French houses experienced after the disastrous 1981 Christmas.

"The current growth in this sector is coming from new entrants into the market and heavily promoted lines such as Cacharel, YSL and Cabochard. The classic and 'mass' market brands, by far the largest sector, are still accounting for nearly 60 per cent of the sterling value of the fragrance market, and within this sector, Coty are by far the fastest growing company."

To sustain consumer awareness of the range, Rigease are to run a series of promotions backed by television and radio advertising.

For L'Aimant they are introducing a new 1/4oz handbag size perfume at an introductory price of £3.95 — a saving of £2 on the recommended retail price.

There will also be a limited edition boxed presentation holding a 1oz spray and talc for £2.95. Television advertising featuring the promotion will run from October 15-30 in all areas with the exception of Ulster, Border and Granada. Further television advertising will run in the pre-Christmas period.

Nulon revamp . . .

Nulon All Over Softly has been renamed Moisturising Body Wash, and given new packaging for Christmas.

Company research has led Reckitt Products to develop a new container in the shape of a bar of soap. The All Over Softly name has been retained on outer packaging. The plastic case has a flip-top lids which, the company say, can be opened and closed with one hand for ease of use. Placed upright, it can be stood on the bathroom shelf or kept by the side of the bath.

Formulation of the soap remains the same, but colour has been changed from pink to pearly white. Outer packs now appear in white, beige and gold. Pack size has been upped 50ml to 150ml, although RSP has been retained at £0.87. A gift pack offering a free bath sponge will be available in the run-up to Christmas.



This limited edition Complice presentation pack holds a 25g eau de toilette atomiseur and a 50g poudre parfumee (£3.95)

Claiming to have increased the sell-through of Parfum Gres by 61.6 per cent since taking over the range twelve months ago, the company is currently offering a 30ml Cabochard eau de toilette atomiseur for £2.75. The offer comes presented in a merchandising unit and is available while stocks last.

There are also two new product introductions to the Gres Monsieur collection — a new 30ml aftershave atomiseur (£4.50) and Gres Monsieur Sport body talc (100g, £3.50).

Finally on Complice there are two consumer promotions. Coty will be giving away a 50ml cologne concentree atomiseur with any purchase of a Complice spray. A Complice presentation pack containing a 25g eau de toilette atomiseur and a 50g poudre parfumee will be available for £3.95 (the 25g eau de toilette atomiseur on its own usually retails for £4.50). A handbag size parfum pour le sac atomiseur — another new addition — will retail for £4.50.

A national television and radio advertising campaign will run from October 15-30 featuring these consumer offers. *Rigease Ltd, PO Box 27, Brentford, Middlesex.*



. . . and free flowers

Reckitt Products are offering free flowers with every 150ml bottle of their Nulon handcream purchased before the end of June 1984. Anyone wishing to send a friend some flowers pays the company £5 for the delivery anywhere in the UK of 12 miniature carnations with a personal greeting. In return the sender receives 10 free carnations from *Reckitt Products, Stoneferry Road, Hull HU8 8DD.*

Going Places — with Crookes

Crookes Products are launching the Going Places competition, open to all chemist assistants. With more than 160 prizes including a holiday for two in St Lucia next Spring, three night trips to Paris, and holiday weekends in England, assistants have to supply answers to questions depicted in five cartoon frames and both the question and answer for the sixth. A sense of humour is essential, says the company.

Competition details are included in the Crookes fact pack, currently being distributed by the salesforce. Closing date is December 31. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.*

Timely gift

Parfums Guy Laroche are to present an executive quartz digital alarm clock, to anyone who purchases either a 50ml Drakkar Noir aftershave (£8.25), or a 50ml Drakkar Noir eau de toilette atomiseur (£9.25). The clock, in the Drakkar Noir livery of matt black with silver is featured in a promotion running October 24-November 13. *Parim Ltd, 14 Grosvenor Street, London W1X 9FB.*

More Marigold

LRC Products have added a disposable glove to their Marigold range. Pretty Handy is packed in sleeves of ten (£0.93), each pack containing three assorted colours. The gloves fit either hand and appear in a single universal size. *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

Dentural supplies

Dentural 225ml is on bonus until November 30 at 12 invoiced as 10. Orders should be sent to local wholesalers *Macarthy's Laboratories Ltd, Chesham House, Chesham Close, Romford RM1 4JX.*

Vantage goes on air

Vestric are investing almost £500,000 in a nine month nationwide radio advertising campaign for Vantage.

Running through to June 1984 ten different commercials will be heard on most of the independent radio stations.

Prime time advertising slots just after 8am have been booked four mornings a month for the series of 20-second commercials and there will be regular spots aimed at the housewife (1.30pm-4.30pm). *Vestric Ltd, West Lane, Runcorn, Cheshire.*

COUNTERPOINTS

Kodak improve disc film . . .

Kodacolour VR disc film will replace the current Kodacolour HR disc film early this month. There will be no increase in price for the film which is said to have improved grain, sharpness and contrast.

"We have changed the name to reflect further refinements in the original technology that enabled development of disc film and later led to the introduction of the Kodacolour VR 35mm films," says marketing director, Roger Leeks.

Improvements in grain were achieved by modifications to the protective overcoating above the emulsion and by changes in the antihalation backing while gains in sharpness are attributed to a new thinner emulsion in the yellow layer, a thinner magenta layer, and by incorporating new DIR technology. A new magenta coupler provides improved keeping of unprocessed film.

. . . and add to disc camera range . . .

Kodak have launched a new 3500 disc camera offering all the convenient, automatic features of the 4000 model at a lower price (£30). It differs from the 4000 model having bronze front plate and black shutter button, a replaceable 9v alkaline battery, a nylon wriststrap and a three-year warranty.

The other main features of the 3500 camera are, a built-in-flash that turns on and off automatically, flash recycling in just over one second, automatic exposure control, motorised film advance, a 12.5mm, f/2.8, 4-element glass lens, a bright-line frame viewfinder and a sliding lens and viewfinder cover.

The 3500 will be supplied as a complete gift outfit with battery, wriststrap, a 15-exposure Kodacolor VR disc film, an instruction booklet, warranty card, a tips leaflet and — as an introductory offer — a new zip-up carrying case, all inclusive.



The new 3500 disc camera in Xmas gift pack

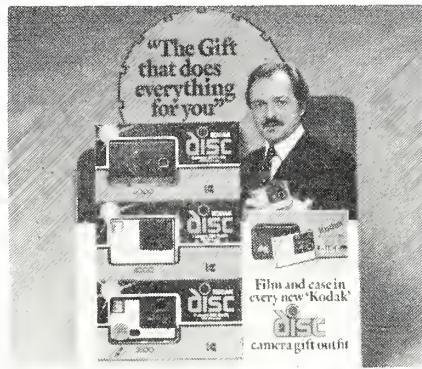
. . . plus Christmas advertising plans

The company will again be advertising on television at Christmas with a 30-second commercial, featuring the Kodak disc 4000 camera and actor Peter Bowles. The national campaign will run during the peak gift-buying period from mid-November through to Christmas.

Peter Bowles will also be very much in the eye at point of purchase, as he appears on Kodak display material for counters and windows. The new 3500 camera will be featured in the national daily Press in December.

The 4000 and 6000 disc cameras, like the 3500, are now available in see-through gift packs for Christmas. Each contains the camera, with a wriststrap, a 15-exposure Kodacolor VR disc film and a new zip-up carrying case. The 4000 gift outfit will sell for around £37 and the 6000 gift outfit for around £48. *Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU.*

POS material featuring Peter Bowles



Philips take the temperature

Philips are increasing their presence in the health market with the introduction of their Electronic Digital Thermometer.

The thermometer is an innovation, say Philips — fast, compact and virtually unbreakable — and temperatures can be taken in 60 secs. The Noryl casing weighs 10gms and measures 138 × 16 × 8mm.

The thermometer is available in two versions — centigrade or fahrenheit. It uses the Peakhold system of measurement and is accurate to within less than 0.1°C (0.2°F). Besides normal temperature measurement, if temperatures are excessively high or low this is registered on the face by an "H" or "L". If temperature readings remain stable for over 16 seconds the C or F sign stops flashing.

To preserve battery life the thermometer switches off automatically after between six and 12 minutes of use. An average battery gives 300 operating hours and an indicator shows when battery voltage is low. The HP5310 comes with its own hard case and retails for about £9.99. *Philips Small Appliances, Drury Lane, Hastings, Sussex TN34 1XN.*

ON TV NEXT WEEK

| | | |
|-------------------------|-----------------|---------------|
| Ln London | WW Wales & West | We Westward |
| M Midlands | So South | B Border |
| Le Lancs | NE North-east | G Grampian |
| Y Yorkshire | A Anglia | E Eireann |
| Sc Scotland | U Ulster | CI Channel Is |
| Br Breakfast Television | | C4 Channel 4 |

Askit powders:

Biaxol: All areas

Bic razors: All except U

Blue II: All areas

Canderel: All areas

Corimist range: M, Y, So

Euthymol toothpaste: Ln, all C4 areas

Infacare: All except A, all C4 areas

Jo-ba range: L, So

Oil of Ulay: All except A

Pampers disposable nappies: Sc, A, U

Rennies indigestion tablets: All except U

Recital: All areas

Revlon Flex range: Ln, M, Y, So

André Philippe



Please write or phone for Coloured Brochure — Price List.

Sales Home and Export - Ring 01-736 2194 / 736 2397

71/71b GOWAN AVENUE,
FULHAM SW6 6RJ, LONDON, ENGLAND



THE COLD TABLET

Triogesic provides just the right combination of decongestant and analgesic to quickly relieve the blocked nose and headaches of colds and sinusitis.

Free from anti-histamines, Triogesic relieves cold symptoms without drowsiness – an important feature for those who must stay alert. Suitable for both adults and children, Triogesic is available either as tablets or a pleasant tasting, cherry flavoured liquid.

SETTING PROFESSIONAL STANDARDS IN COLD CARE

ns: Decongestion and pain relief in colds, sinusitis and otitis media. **Dosage and Administration:** Adults – 1 or 2 tablets, or 4 x 5ml spoonfuls of elixir, every four hours. Do not take 8 tablets or 8 doses of elixir in 24 hours. Children 6 years and over – half a tablet, or 2 x 5ml spoonfuls of elixir, every 4 hours. Do not exceed 4 tablets or 4 doses of elixir in 24 hours. 1 to 5 years – 1 or 2 x 5ml spoonfuls of elixir every 4 hours. Do not exceed 4 doses in 24 hours. **Contra-indications, Precautions:** Hypertension, heart failure, glaucoma, urinary receiving MAOI's, beta-blockers. **Presentations:** Tablets containing 12.5 mg Phenylpropanolamine Hydrochloride BP and 500 mg Paracetamol PhEur. Elixir containing 3 mg phenylpropanolamine Hydrochloride BP 125 mg Paracetamol PhEur and 0.5ml Ethanol (96%) in 5ml. **Basic NHS Cost:** Containers of 12 tablets, £0.38. Containers of 30 tablets, £0.73. 100ml elixir, £0.70. Bottles of 150ml elixir, £0.82. **Product Licence Numbers:** Tablets PL/0101/5907. Elixir PL/0101/5908. Information is available on request from Dorsey Laboratories, 98 The Centre, Feltham, Middlesex TW13 4EP. Triogesic is a Trade Mark TR 21 0883

Dorsey
LABORATORIES

COUNTERPOINTS

NSPCC appeal by Bowater-Scott

Bowater-Scott have launched an appeal to raise £1/4 million for the National Society for the Prevention of Cruelty to Children.

Over the next three months two and four-roll packs of Andrex toilet tissue will carry Appeal end-seals. For every pair collected and sent in by the public from the two-roll packs, Bowater-Scott will contribute 5p to the Society funds. A contribution of 10p will be made for each top flap from the four-roll pack.

Helping with the appeal will be Sir Harry Secombe. Together with the Andrex puppy he will be appearing in a series of appeal posters to run in both the national and women's Press. The same theme with a personal message from Sir Harry will also appear on a range of in-store POS material including window posters, shelf strips, wobblers and collection boxes.

A similar on-pack appeal by the

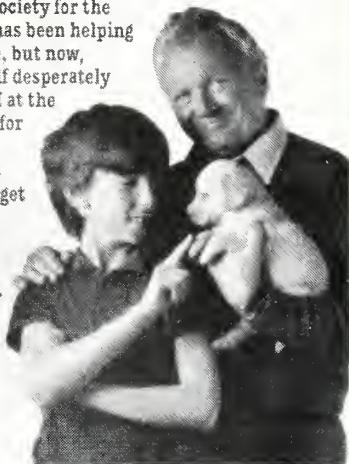
This poster, bearing an appeal from Sir Harry Secombe, will appear in the national and women's Press and on POS material

"For 100 years the National Society for the Prevention of Cruelty to Children has been helping and protecting kids like David here, but now, unbelievably, the NSPCC finds itself desperately short of money; so my friends and I at the Andrex Appeal have decided to ask for your help."

Each pair of Andrex end-seals you collect adds 5p towards our target of £250,000 to help the NSPCC.

Please 'post' your end-seals into the special collection boxes behind the check-out in this store.

Thank you...
Thank you so very much."



company in 1981 raised £100,000 for the Guide Dog for the Blind Association. Last year the NSPCC cared for some 50,000 children with over 80 per cent of its funds coming from public donations.
Bowater-Scott Corporation, Bowater-Scott House, East Grinstead, West Sussex RH19 1UR.

discounts on the Tibs range which will now comprise packs of 15, 30 and 60 condition tablets at £0.45, £0.75 and £1.15 respectively. The 10 condition tablet pack has been discontinued and replaced by the 15 to bring the product in line with the company's condition tablets for dogs.
Bob Martin Co, 61 Houghton Street, Southport, Merseyside PR9 0PL.

Bloo bonus

A buy one, get one free offer is to run on Jeyes Bloo. Consumers are invited to send in the top half of the backing card to which the Bloo block is attached and in return they will receive a redeemable voucher.
Jeyes Ltd, Brunel Way, Thetford, Norfolk IP24 1HA.

Tibs update

Bob Martin have launched a new Tibs "15-pack" in a restyled box (£0.45).

The new packaging is bright yellow and the launch is supported by a complementary point of sale material, including shelf strips and window stickers.

Bob Martin are also offering trade

Double Simplicity

Throughout October packs of Kotex Simplicity will carry 20 towels for the price of 10 in what is described as "the biggest promotion ever placed behind the brand." Manufacturers Kimberly-Clark say Kotex Simplicity now accounts for over 13.5 per cent of all towels sold and 20 per cent of the press-on sector.
Kimberly-Clark, Larkfield, nr Maidstone, Kent.

Peaudouce enter sanpro market

Peaudouce are entering the sanpro market with a press-on towel product under the Lovmi brand name. The company has a range of disposable nappies going under the same name. Already available in Europe the towels are to be launched on a low-price platform, retailing at £0.29 for a pack of 10.
Peaudouce (UK) Ltd, Lockfield Avenue, Brimsdown, Enfield, Middx EN3 7PX.

Four from Cutex

Chesebrough-Ponds are bringing together four Cutex shades from their Strongnail and Colourguard ranges to be promoted under the "Living Dangerously" banner.

Flamingo and Parakeet (£1.15) come from the Strongnail range, while African Violet and Kilimanjaro (£0.99) are part of the Colourguard collection.
Chesebrough-Ponds Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.

6,000,000 varicose vein sufferers in the U.K. Our booklet will help them understand why.

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Support for all in all walks of life.
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TRIOGESIC



THE COLD LIQUID

Triogesic provides just the right combination of decongestant and analgesic to quickly relieve the blocked nose and headaches of colds and sinusitis.

Free from anti-histamines, Triogesic relieves cold symptoms without drowsiness – an important feature for those who must stay alert.

Suitable for both adults and children, Triogesic is available either as a pleasant tasting, cherry flavoured liquid or as a convenient tablet.

SETTING PROFESSIONAL STANDARDS IN COLD CARE

ns. Decongestion and pain relief in colds, sinusitis and otitis media. **Dosage and Administration:** Adults – 1 or 2 tablets, or 4 x 5ml spoonfuls of elixir, every four hours. Do not take more than 8 doses of elixir in 24 hours. Children 6 years and over – half a tablet, or 2 x 5ml spoonfuls of elixir, every 4 hours. Do not exceed 4 tablets or 4 doses of elixir in 24 hours. Children 1 to 5 years – 1 or 2 x 5ml spoonfuls of elixir every 4 hours. Do not exceed 4 doses in 24 hours. **Contra-indications, Precautions, Precautions:** Hypertension, heart failure, glaucoma, urinary receiving MAOIs, beta-blockers. **Presentations:** Tablets containing 12.5 mg Phenylpropanamine Hydrochloride BP and 500 mg Paracetamol PhEur. Elixir containing 3 mg Phenoxyamine Hydrochloride BP 125 mg Paracetamol PhEur and 0.5 ml Ethanol (96%) in 5ml. **Basic NHS Cost:** Containers of 12 tablets, £0.38. Containers of 30 tablets, £0.73. 100ml elixir, £0.70. Bottles of 150ml elixir, £0.82. **Product Licence Numbers:** Tablets PL/0101/5907 Elixir PL/0101/5908. **Information:** Information is available on request from Dorsey Laboratories, 98 The Centre, Feltham, Middlesex TW13 4EP. Triogesic is a Trade Mark TR 20/0883.

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Selling a pharmacy: the pitfalls in taking on stock

In the ninth article of this series, Mr Eric Jensen BCom, MPS, MInstM, examines the difficulties the purchaser of a pharmacy faces in taking on existing stock — how to ensure it is merchantable, what price to pay and whether there will be enough left when he takes over.

For pharmacy purchase/sale purposes stock is normally valued on the basis of current market cost price. A buyer is usually expected to pay whatever the items, in the condition, variety and quantity in which they are present on the day he or she takes over, would have cost from wholesaler to manufacturer at that time. This basis and expectation might be modified in the light of particular conditions as will be seen.

Occasionally vendor and purchaser can agree on a price between themselves but this can cause problems in several directions, personal, legal, and as regards taxation. An independent professional valuation by specialist valuers is the generally accepted necessary and desirable procedure. It is difficult for a vendor to avoid bias in assessing goods he or she has purchased as there is a natural reluctance to admit to buying mistakes. And the buyer just as understandably wishes to avoid paying for products considered unsaleable or in any way doubtful.

Accurate valuation

A hitherto friendly relationship between buyer and seller can be damaged if they differ on the value of stock items, and unless an accurate figure acceptable by the revenue is arrived at there is a real danger of complications later if not sooner. If, for example, in a "private" arrangement, the purchaser receives more stock than he or she pays for, the actual cash amount paid will still be the opening stock for the ensuing year. When, at the year end a true year-end figure comes to light the gross profit will reflect the low opening stock and be accordingly higher than if correct figures were employed at each end of the year.

Perhaps it is not out of place to remind ourselves that gross profit is arrived at by adding opening stock to purchases and subtracting the total from the sum of closing stock and sales. Unless all four figures are correct the gross must be distorted. A buyer finding himself or herself in the situation described could maybe be tempted to undervalue the end of year stock so as to show a normal

gross. Now he or she could become trapped in the snare of tax evasion with its serious implications and could become afraid of having independent valuations. The safe rule, quite apart from moral scruples, is for a buyer to stipulate an independent professional valuation so that he is on a sound basis from the outset.

Good, clean and saleable

In the absence of any special arrangement the sale / purchase contract would normally decree that only good clean saleable stock be included at full current cost price in the valuation. Any stock failing to meet this stipulation in one or more respects should be suitably discounted or completely excluded from the valuation. Goods treated as of no value remain the property of the vendor to be dealt with as he or she wishes.

The term "good," "clean," and "saleable," overlap and are not discrete. Stock could be clean, that is not soiled in any way, but would still not be good if it were out of date or out of condition. Conversely stock that is perfectly satisfactory from an effectiveness viewpoint might be in a soiled outer which would render it aesthetically unsaleable at full price. A customer would probably not be prepared to pay the full price for a bottle of perfume which was in perfect condition but in a damaged or dirty carton. And goods, whether in dispensary or front-shop, which are present in excessive quantities, require special consideration although they are both good and clean.

A buyer would not expect to take over at full cost price more than an average normal stock of any item. The vendor is in the best position to know what is normal for his business, but it is difficult for him to avoid bias: the wise buyer should investigate closely the sales and purchases, the dispensing records, for any items which appear unduly high in quantity. There must be a certain amount of "give and take" and quibbling over trifles should be avoided. The purchaser, while not aiming at too great precision,

provided only good and clean stock is included, will be prudent to consider the general balance and size of stock in relation to turnover, dispensing and OTC, and should be alert in trying to identify articles which, while good and clean, are not saleable owing to changes in prescribing habits or consumer demand.

Stock balance

Any gross over-stocking or serious imbalance of stock tends to depreciate the goodwill figure under normal conditions of supply and demand. Where there is a high rate of inflation or where goods are in short supply a buyer might, contrary to the general statement just made, be glad to pay for large stocks as the capital appreciation could more than compensate for holding the goods in stock for a considerable period.

The question of stock valuation is so complex and offers so many potential sources of dispute that the wisest plan is to appoint independent expert valuers and leave the matter in their hands. Such valuers might act for both parties or each party could have his or her own valuer, provision being made for a referee should the valuers disagree. The contract would state that the valuation is final and binding: once it has been carried out no discussion of the prices placed on individual lines should be permitted as this could lead to prolonged controversy and could invalidate the valuation itself.

Turnover rate

A buyer should familiarise him or her-self with rates of stockturn in pharmacy so that any gross overstock or any serious imbalance can be detected. Norms should not be treated as sacrosanct as circumstances vary considerably from one pharmacy to another according to the delivery services available, the policy of the proprietor and so forth. If however there is a definite overstock, which in some instances could amount to thousands of pounds, a buyer must decide whether a deal is feasible at all or whether some special arrangement regarding the excessive stock is called for. It is crucial that the contract covers exactly what has been agreed. Various approaches are made to the problem.

A vendor might offer to co-operate by reducing stock to a certain maximum before the business changes hands: there is usually a gap of some weeks at least between agreement to sell and buy and the actual takeover. The stock valuation normally takes place on the date when the purchaser moves in, and this is when the valuers start their work. However, as the purchaser could be paying a substantial sum for the goodwill, he or she clearly

Continued on p636



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Outmoded, inflexible, inefficient storage is costing you money.

It damages stock. Hinders order picking. Hampers inventory control. Wastes space when pack sizes change.

Acrow can cure all that. Bringing in space management rather than mere space filling. Transforming stock accessibility, visibility and security. Giving materials and products the protection they deserve.

The Acrow storage systems range includes many products specially relevant to the pharmaceutical industry.

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Manchester regional office: Yew Street, Huntsmans Brow, Stockport,
Greater Manchester SK4 2LA. Tel: 061-4778282.

Continued from p632

... look out for reduced buying

does not want this to be damaged by stock reduction or by restricted ordering, which could adversely affect the business. Furthermore, if the stock reduction is brought about by reduced buying it is possible that stocks of fast selling or heavily prescribed products will quickly go down while the slow movers will remain on the shelf. This would mean that when the purchaser took control the quick movers would have to be replaced and the situation would become precisely what he had aimed to avoid. Any agreed stock reduction must be defined as to makeup as well as to total quantity.

One alternative to stock reduction by the vendor would be for the purchaser to agree to take the full amount of good, clean, saleable stock and for the vendor to accept deferred payment for any stock over a stated maximum. Whether or not interest would be payable on the "loan" would depend on the time involved and other factors such as the type of stock and the quantity.

Yet another arrangement could be for the vendor to give a percentage discount on stock over an agreed maximum to counterbalance the disadvantage to the

buyer of holding some of the stock for more than a normal length of time. This procedure would not be so helpful to a purchaser short of capital as would the two others outlined. Different plans would suit different sellers and buyers. Some vendors would, for instance, prefer to receive a reduced payment immediately rather than full payments later, prefer to receive a reduced payment immediately rather than full payment later, while others would be better suited by having monthly (say) settlements for excess stock.

It must be emphasised that arrangements must be specific and must be in the contract. The simplest of the methods are the deferred payment and the discount ones as they do not involve difficult decisions as to what is or is not excessive stock in any particular section of the pharmacy. Another advantage is that the business can be carried on as hitherto, thus avoiding any erosion of the goodwill meanwhile. The latter consideration is important not only to the prospective buyer but also to the vendor, bearing in mind that a transaction could fall through at any time before binding contracts have been exchanged.

Fixtures, fittings and utensils

This is the description normally used in contracts to describe all those items found in dispensary and "front shop", in stock rooms and perhaps outside the premises,

other than stock, and intended to promote the dispensing and total activities of the business. The weighing machine on the pavement, the display counters and the chairs for customers, the tablet-counter, the refrigerator, and a host of other items, come under the general heading. The border line between fixtures and fittings can be obscure, but broadly fixtures are items attached to the structure and not removable without damaging the latter. Where premises are on lease the fixtures would usually be landlord's property.

What is of prime importance to a purchaser is whether any item falls within the general classification, whether it would be included in or excluded from the group in a valuation, whether it is landlord's property or not, whether it is owned by the vendor of the pharmacy or on rental.

The valuation of fixture, fittings etc, tends to involve a larger element of judgement and opinion than does stock valuation, and fixtures, fittings etc lie between stock and goodwill in the amount of subjectivity an assessment brings in. In our next article certain general principles will be offered, and any purchaser of a pharmacy would be sensible to make sure he or she has at any rate a sound idea of prices of equipment in the current market. Catalogues, advertisements, exhibitions, articles in the pharmaceutical press, are a valuable source of information.

EQUIPMENT

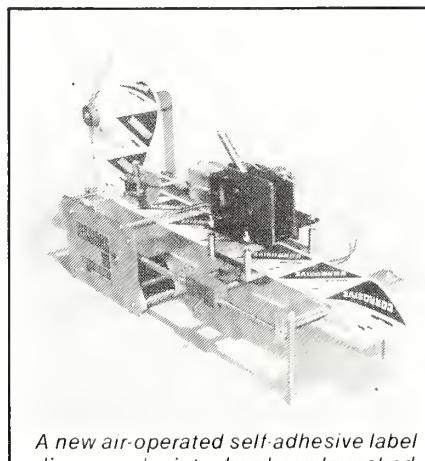
Portable air conditioning units

Andrews Industrial Equipment Ltd have an established nationwide hire service providing emergency air conditioning facilities when conventional systems malfunction or are inconveniently shutdown for maintenance.

Andrews Portable Air Conditioning Units circulate refrigerated air quietly and efficiently, requiring only connection to a standard electrical socket to be fully operational. The two PAC series have cooling capacities of 2.9 or 4.1 kW/hr. The features include a fully automatic thermostat control, two speed fan settings for maximum efficiency and a washable air filter which effectively traps airborne dust.

Available on hire from as little as £30 per week from 20 regional centres, for further information contact: Andrews

Industrial Equipment Ltd, Dudley Road, Wolverhampton, WV2 3DB.



A new air-operated self-adhesive label dispenser / printer has been launched by William Sessions Ltd. The Dispensair is completely air driven. Incorporating no electrical or electronic switching, the machine is suited for use in hazardous or wet environments. The equipment can be used solely as a label dispenser or if fitted with Session's blind coding, ribbon printing or instant dry ink printing units, as a dispenser/printer. William Sessions Ltd, The Ebor Press, York YO3 9HS.

Self-programming tills from Chubb

Chubb used EPoS to launch a range of cash registers which allow the retailer to select and key in functions specific to his own business.

The new EX and JX series' self-programming facility is additional to the main programme, which is written and keyed in by Chubb prior to delivery. The machines also provide seven total groups, with 150 totals available as standard on the EX model and 110 on the JX.

Transaction functions include tendering, received on account, paid out, percentage, void, correction, refund, cancel, no sale and previous balance. Totals may be used to make PLUs or the PLUs programmed to add to departments. Chubb Cash Registers Ltd, Reed House, 47 Church Road, Hove, East Sussex BN3 2BE.



Why get upset about head lice?

When your customers ask your advice about a louse treatment, always commend Prioderm® (malathion) or Carylderm® (carbaryl) preparations.

Both of these modern insecticides kill lice and eggs within seconds of contact. In one application. Even lice now resistant to many other insecticides. And with a residual effect that prevents any new infestations for up to six weeks.^{1,2} Could any other recommendation be more effective than this?

Recommend the most effective treatments of all.



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Improved design,
superior to other
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Designed to remove
dead eggs and nits
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and easily. A useful
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Napp Laboratories, The Science Park, Cambridge CB4 4BH. Member of Napp Pharmaceutical Group

References: 1 J Roy Soc Health (1977) 97, (6), 291 2 J Roy Soc Health (1979) 99, (4), 173 © Napp Laboratories Limited 1983 ® Prioderm and Carylderm are Registered Trade Marks.

VAT



Based on the Park System, Macarthys Choice is quite simply the most advanced Microcomputer/Label Printer package available.

Designed and priced with the user in mind, Choice features a Sharp MZ80A microcomputer with integrated keyboard, VDU and cassette tape unit. It is powerful, compact and great fun to use.

'Work station' support is provided by the advanced Epson RX80 printer. Regarded as the printer most suited for pharmacy, the RX80 is reliable, fast and equally efficient for label printing, forms and word processing.

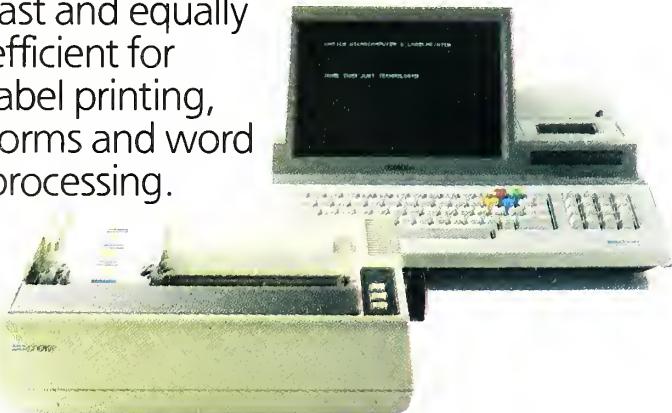


Choice is a system based on options, nothing is left to chance; equipment counts for little without the right user level of professional software. The Choice system offers to provide a full range of software tailored to the everyday running of a modern pharmacy.

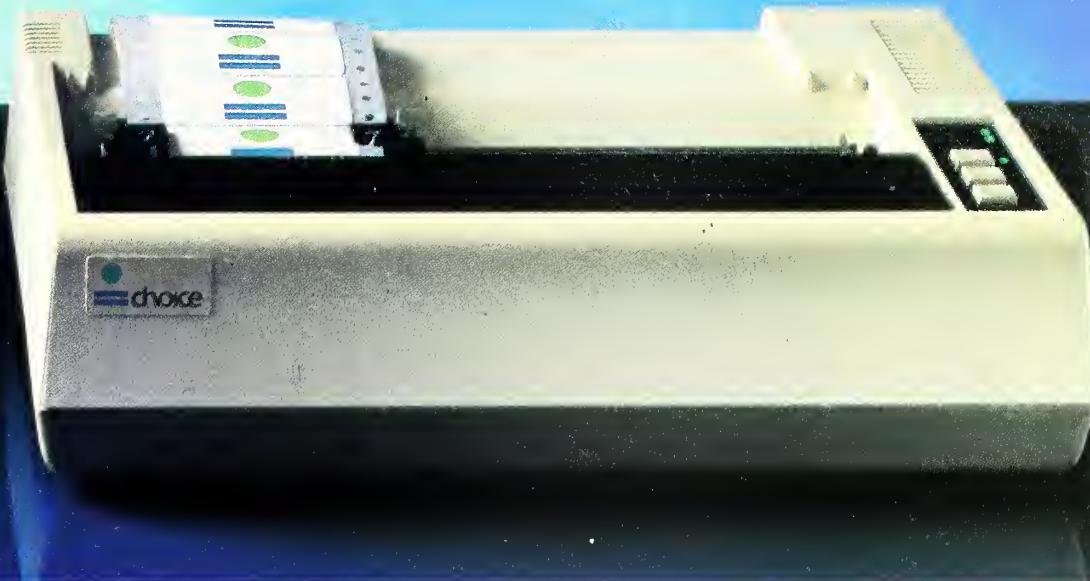
Prescription Labelling, VAT, Stock Control, Book Keeping, even Word Processing are available to help make running a pharmacy easier and more efficient.

Most topical of the Choice software options is the Prescription Labelling Program which allows up to 1000 nominated drugs to be held on file, complete with their PIP Codes.

The VDU clearly shows every item as it is selected, provides full user prompt and allows easy correction of input error.



OTC, 5ml. per day.



Pre-set dosage warnings can be set on the labels, individual warnings can also be added.

The entire program can be easily mastered by a 'beginner' in a matter of hours and produce up to twelve easy to read prescription labels every minute.

Choice is unique; the computer whilst finely configured to pharmacy functions is not totally dedicated to those functions, it can be used for many purposes. It will even play computer games.

Choice is more than just technology, Choice is a concept. Choice gives you the options to suit your business needs. This concept is soon to be expanded with the scheduled introduction of a second and equally powerful computerised package -

A Portable Data Terminal* and full support software.

Configured for fast and direct ordering this efficient system will input data from both PIP and Bar Codes.

Invest in Choice and you'll be investing in a system with exciting growth potential, a potential that Macarthys will continue to explore, developing new programs and ideas based upon your - the customer's need and experiences.



Macarthys
choice

More than just technology

*Presently completing trials. Available early 1984

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Sunsensor XP2, the first light-sensitive sunglasses to offer extra glare protection, are back for a second year.

After only one year on TV, our photochromic range is already amongst the five best-known brands on the market.

And with this year's new collection of

stylish, quality frames, you'll be seeing even more of us.

For further information contact your Sunsensor distributor: Addis Ltd, Ware F Hertford, Herts. (0992) 54221, or Gay Designs Ltd, 220A Queenstown F London SW8 (01) 720 9346.



SUNSENSOR®

By Cor

SUNGLASSES

Putting the market in focus

Just as manufacturers and retailers alike were beginning to despair of Summer '83's torrents of rain, lo and behold the heatwave arrived.

While too late to have a dramatic effect on the number of sunglasses sold the sunshine certainly helped clear stock out of the shops. So much so that 1984 will be the first year since 1977 in which manufacturers will be competing against each other rather than the residual stock left on the shelf year after year.

Retailers should therefore be feeling a lot more optimistic as they enter the 1984 season and it's an ideal time to take a good look at what's on offer before making a decision.

For 1984 black wraparound styles with



a 1950s "look" are making a strong showing in most ranges. Nearly all collections feature a mixture of classic and fun styles and in plastics there is a liberal helping of primary colours, especially red. White is also in abundance.

Looking to lenses, while trends in the USA suggest a falling away in demand for photochromics this is not apparent in the UK. Featured strongly in most collections, recent technological developments can only continue to keep this lens sector buoyant.

Meanwhile Polaroid are again

majoring on the polarising lens and their collection has been divided into neat parcels to broaden distribution through gift and sports shops, department stores and boutiques — an area in which Samco have been making great inroads. In a strange way this benefits the independent retailer as collections nowadays are more thoughtfully put together and tailored to meet the needs — large or small — of the retailer. The result — more sales. All it needs to add the finishing touch is for the sun to give a repeat performance of this season's showing!

Space Tech lens from Foster Grant

Foster Grant have joined forces with the National Aeronautics and Space Administration (NASA) to manufacture a Space Tech lens. Initially available in both the UK and USA, the lens is described as the "biggest thing since photochromics" by Margaret Hyles, Foster Grant product manager, having at least five times more scratch resistant properties than CR39. It will retail from £9.95.

Schwarzkopf claim they are very happy with results achieved in the 1983

season and say targets were met.

This time last year Bill Smith was telling C&D that the battle was one for number one position with Polaroid. As it turns out the rivalry race was between Samco and ourselves, says Margaret Hyles (Mr Smith has since left the company), although she is reluctant to give away figures on how Foster Grant fared in the tussle.

The 1984 Foster Grant range will comprise some 90 styles, 53 of which are

new. Lenses available are gradient coated acrylics (32 down from 40 this season), polarised (13, up from 9), Reactolite Rapide (18, up from 11), and Space Tech (19). There are 47 plastic and 37 metal models.

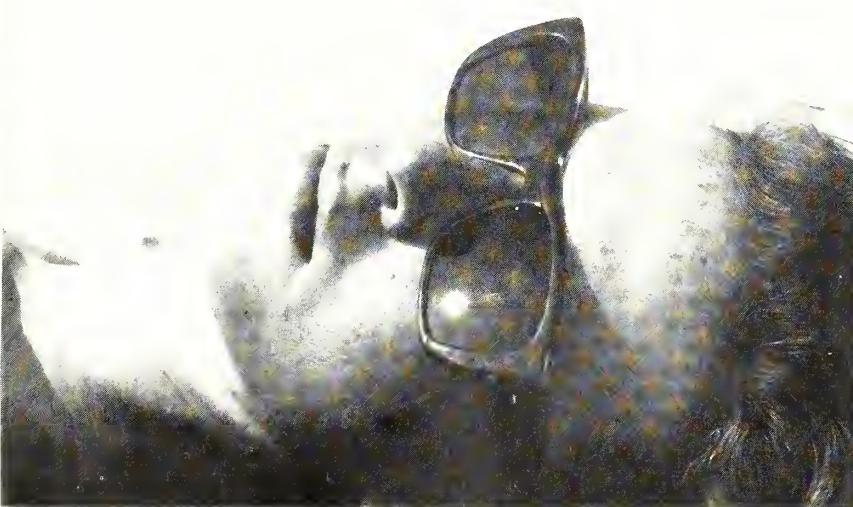
Several collections will be available — Stylers will retail from £5.95-£7.95. With gradient and polarising lenses they are described by the company as "good basic designs." Flexis at £8.95 and £9.95 include more fashionable colours in "cylon-type" material with gradient, polarising and Space Tech lenses, while Continentals feature the Space Tech lens with metal frames (£8.95-£9.95). The Designer collection retails at £11.95-£13.95 with polarised, Reactolite Rapide and Space Tech lenses and clip-ons, clip & clips and opti-clips are in the £3.95-£7.95 price bracket.

At POS, Foster Grant are introducing the FG Sun Centre, an illuminated rotating floor stand which holds 70 pairs of sunglasses and has space for a display of sun preparations and Summer accessories.

The smallest parcel is 36-pieces and there is an illuminated 50-piece counter stand. Two floor stands holding 150 and 300 pieces will also be available.

Swing tickets will be colour-coded to lens types and showcards featuring the Space Tech lens will be available. Promotions for this lens had not yet been finalised as C&D went to Press but are expected to include trade and consumer competitions. Schwarzkopf Ltd, Penn Lane, Californian Trading Estate, Aylesbury, Bucks.

With 1950's styles back in fashion Gay Designs have included this model in the Peepers range (£9.95). Black, white and tortoiseshell frames are available



SUNGLASSES

Summer has gone — and so has the stock supply

Summer of 1983 was a good one for Reactolite Rapide photochromic sunglasses. So good that manufacturers, Chance Pilkington, say stocks are extremely low at wholesale and retail levels and could lead to a shortfall of product in the sunglass supply line for next season.

Looking back on 1983, Reactolite Rapide photochromic lenses claimed almost one third of the sunglass market, say Chance Pilkington, compared to last year when they held a 20 per cent share of sales.

Research undertaken after this year's television advertising campaign for the product recorded consumer awareness of Reactolite Rapide had risen to 67 per cent, an increase of 5 per cent on 1982. And some 52 per cent of sunglass wearers who were aware of Reactolite Rapide said they would consider re-purchasing the lenses. Chance Pilkington plan to continue supporting Reactolite Rapide with both a new national television advertising campaign in April and May backed with thermal radio packages.

Then there were nine . . .

Nine lens variations are now available. In addition to the original Reactolite Rapide grey 90 and brown 90 lenses, five pre-tint colours — grey, brown, blue, amber and green 70 — described as a popular sport and fashion colour. The pre-tint lenses transmit 70 per cent of light when clear and 16 per cent when fully darkened.

Recent developments include Grey 55 lenses, designed for extra sunglass protection, and gradient Reactolite

One of the five pre-tinted lenses in the Reactolite Rapide range — the grey 70

Rapide lenses, which will feature in several 1984 collections. There will also be some cosmetically-tinted Reactolite Rapide lenses to give an additional fashion dimension.

The measures introduced this year to control the use of cling stickers and tags for Reactolite Rapide lenses have proved highly successful, says the company, and will be maintained throughout 1984.

Chance Pilkington Ltd, St Asaph, Clwyd, North Wales LL17 0LL.

Peeping into '84 with Gay Designs

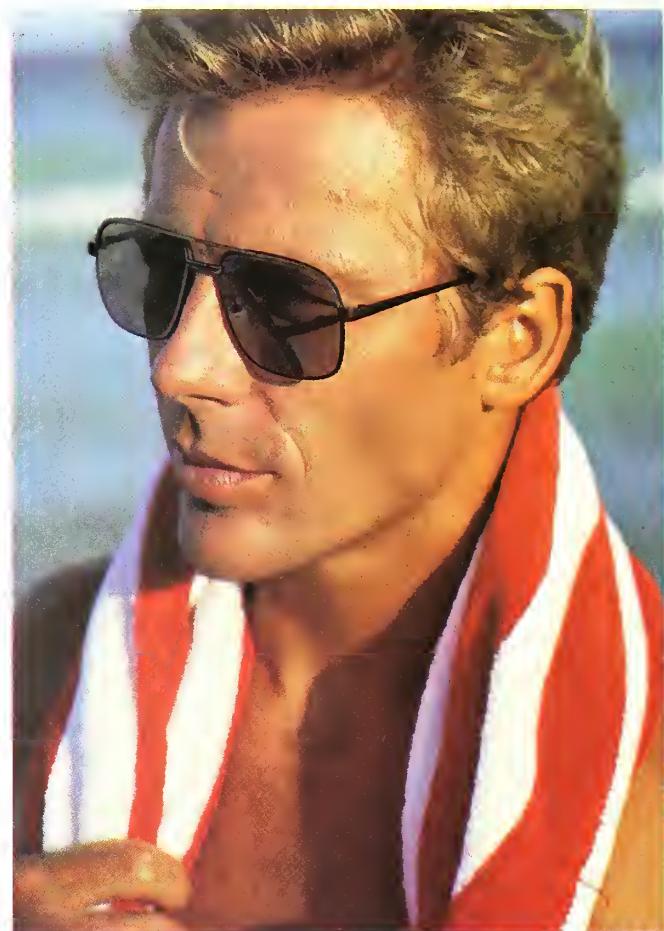
Gay Designs believe their share of the total sunglass market stands at around 10 per cent in value terms and that this rises to around 30 per cent through upmarket retailers.

Looking back on the 1983 season, sales showed a healthy increase over 1982, they say. Strong trends in colour were predominant in the early season with a falling off in demand for the traditional tortoiseshell and browns. Photochromics and dark lenses made a showing with the sun in July and August and adventurous shapes were seen to make a favourable

mark on the market, they say. The Yves St Laurent and Ted Lapidus ranges had sold out by early July, say Gay Designs, while in the Peepers range colour sold very well with a strong run on black 1950s styles. Handling the launch of the Corning Sunsensor range (see p648) through department stores the company says it got off to an excellent start and they believe the High Contrast lens will corner a large share of the active sports / driving market.

Emphasis on colour

For the 1984 season the emphasis will again be on colour and new looks in the Primetta range will include Chinese lacquer frames with rich colours, coloured lightweight metal frames and



lightweight wraparound men's models in cylon (£6.95-£22.50).

Lightweight cylon is being added to the YSL range to appeal to the younger user and an aviator leather-look model (pictured) has been added (£20-£39). Three new aviator models with gradient or double gradient all-weather lenses (£39-£65) are included in the Carrera collection (£39-£65) while an octagon shape in turquoise is one of the many flambouyant designs in the Ted Lapidus range (£29-£49). Finally new colours are included in the Peepers cylon range. A strong feature will again be black sixties-type frames with dark lenses (£6.95-£9.95). *Gay Designs Ltd, Primetta House, 220a Queenstown Road, London SW8.*



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We sell more sunglasses every year than anyone else. In fact we have done for the last 20 years.

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It's also because we make a far wider range of glasses than anyone else: 130 different pairs to be pre-

For 1984, we have a high fashion chemist range, international, a classic and a sports range.



LIFT ON THE SHELF.

Some of them with polarising or CR39 lenses, others with photochromic or acrylic lenses.

We think we can safely say there's a pair to suit just about everyone.

And with the prices ranging from around £5.99 up to the £20 mark, just about everyone can afford them.

The question is, can you afford to face next summer without them?  **Polaroid**



Polaroid out to win wider retail base with 'broad appeal' range

Polaroid have unveiled a collection "segmented into several small collections designed to appeal to a much wider selection of potential sunglass outlets and consumers".

Totaling 72 models (10 clips) in 135 variations, of which 45 (3 clips) in 101 variations are new, the range is divided into 10 parcels. Polaroid say they have tried to build a fashion element into each one. Prices range from £4.99 for a polarised clip-on to £19.50 for a classic styled sculptured frame. Some 60 per cent of the 1984 range, as in 1983, will carry polarising lenses.

For the independent chemist there is a selection of sunglasses in the £5.99 - £7.99 retail price bracket. With acrylic gradient and polarising lenses the models are available in three parcels — a three dozen pack (trade £133.90), four dozen pack (£180.27) and six dozen (£275.10).

Display stands are supplied free with each parcel. (The three dozen pack is pictured opposite.) Representatives have details of credit schemes available.

Other ranges available for department stores, multiple chemists and boutiques include the International collection (£7.99 - £12.99) and a Classic collection (£15.99 - £19.50; two dozen parcel, trade £216.52). Both collections feature

gradient polarising, acrylic, CR39 gradient and Reactolite Rapide green 70 lenses. The International collection is available in 6, 12 and 24-dozen parcels (trade £345.54 - £1,428.06).

Three smaller packs are the Sports and clip-on collections. Six models in 15 variations (£10.99 - £12.99) make up the Sports collection which includes wrap-around frames and curled ear pieces. Clips come in 10 models and 14 variations including a one-piece clip-on and a photochromic clip. Two packs are available — one dozen and two dozen (trade, £58.37 and £66.65 respectively).

Polaroid say they have raised the retail price level to £19.50 following trade requests. Photochromics are no longer available on a specific stand but are included in the Classic collection.

Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR.



Trends in 1984 will be back to 1960s styles say Polaroid. Model 8424 pictured above retails for £9.99 and is available in colour variations of black with white sides, white with black and yellow with black. All contain graduated polarising lenses

Marby stay with seasoned lines

A mixed year is the Marby Lloyd summing up of the 1983 season: "There were terrific early season sales, a depressed Spring followed by a late burst of sales activity." The net result was that we achieved our 1983 sales target selling over one million pairs of sunglasses, says Martin Clark, managing director. And he is predicting 1984 will be a good year. "Retail stocks are low and this has already produced a considerable interest for 1984."

He continues: "We do not foresee any revolutionary products setting the sunglass scene alight next year, rather a continued development of existing best sellers. Marby therefore are making few alterations to their range."

The Reactolite Rapide range (£8.59-£13.95) has been expanded with five new additions and there are five new crylon models which, the company says, they will be marketing at "economic" trade prices. Faceted graduated designs have also been included in the range and are expected to retail at around £6.95.

The 12 Zodiac rimless graduated glasses with rhinestone zodiac designs on the lenses are again available (£6.95) as are the sports, clip-on and children's ranges. All retail prices are unchanged from last year.

Lens types available in the 1984 collection, which comprises 200 models, are Reactolite Rapide, graduated, polarised, mirror, impact glass and CR39 polarised. Marby market over 200 sunglass designs. *Marby Lloyd Ltd, 16 Midland Terrace, Fishponds, Bristol.*

With an eye for the 'popular' market . . .

The Visions sunglass collection from W.A. Crofton has been "compiled specifically to cater for the popular part of the market, providing up-to-date frame designs and an assortment of lens types".

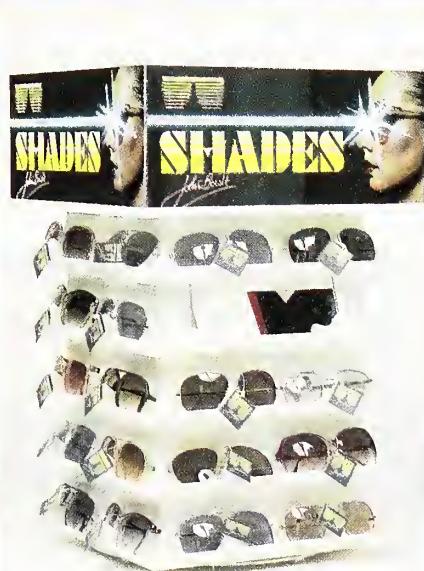
Market analysis over recent seasons indicates a shift in consumer purchasing patterns away from expensive ranges to practical value for money sunglasses, they conclude.

Compiled for independent chemists the Visions collection, available on sale or return, comprises 108 sunglasses with an assortment of lenses retailing at £6.45-£8.75 (trade, £322.35 — a 100 per cent mark-up, they say). A display stand is supplied holding 71 pairs. Distributors are *W.A. Crofton Ltd, Crofton House, 120 Colindale Avenue, London NW9.*

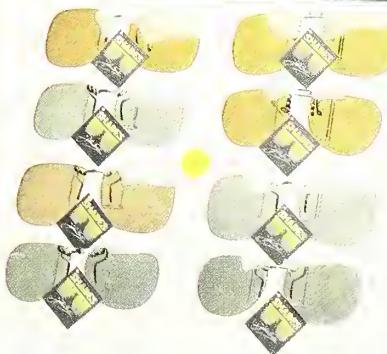
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Corning liven up range and promise TV push

With a satisfactory first year under their belt Corning enter the 1984 season with some 100 Sunsensor lines featuring "a little more excitement and clear fashion statements than in the previous year".

Corning are looking to increase brand awareness to the level where Sunsensor becomes a household name. They claim market research shows that by June last year the brand had already gained 27 per cent of consumer awareness. And they are planning to repeat the national television campaign first shown this summer.

1983 saw the launch of the Corning photochromic sunglass range into the UK. Included was the Sunsensor XP2 lens heralded by the company as a technological breakthrough combining both photochromic and polarising qualities. The aim was to market a medium-to-high priced range of photochromics ostensibly for the serious sunglass wearer. Following the UK launch, Corning now plan to make the XP2 lens available in the Middle East, Scandinavia, Germany, Italy and France.

Following fashion

Looking to the fashion world for Summer dressing trends over half the styles and 70 per cent of the colours in the 1984 range are new.

Included are metallic aviators for men and women, together with the newer, more fashionable smaller sizes where the emphasis is on light, slender moulding. Plastics come in matt, frosted, mottled and crystal finishes. Detailing includes discreet gilt trims, mix and match temples and self-coloured arm and temple rims. Key colours are black, white, red, blue, "jungle tones" and smokey pastels to complement the gold, silver, bronze and black metallics.

The basic Sunsensor lens and gradient lens are available in light and dark brown, and grey shades. Also available is a Sunsensor mirror and High Contrast or driving lens available in gradient or full tints. One new addition is the Sunsensor amber lens — a yellow glass that darkens to grey. It is also available in a bi-gradient mirror version. There are three price-points for the range, £8.99, £9.99 and £10.99.

The XP2 with its photochromic and polarising qualities will retail for £25.99 — an increase of £1 on last year.

Two revolving stands will be available holding six dozen and three dozen packs.

'A little more excitement and clear fashion statements than in the previous year' is Corning's description of the 1984 range

An upright stand holding eight pairs has been developed for the XP2 range. All models are backed by a one year warranty. Corning distribution through retail pharmacy will again be by Addis. Says procurement agent Rod Lane, "Sunsensor will be sold very much under *This revolving stand holds 36 pieces with Sunsensor lenses*

New styles include ladies metal-framed models and round-eyed models which the company anticipates will prove popular. Gradient Rapide will continue to do well, they predict, as will Reactolite Rapide clips. Autoglaze also offer an own-brand service tailored to individual needs. *Autoglaze Optical Co Ltd, Silchester Mews, St Leonards-on-Sea, East Sussex TN38 0JB.*

the aegis of the Sameo label so that a single strategy is seen to come from Addis." *Addis Ltd, Ware Road, Hertford.*

The Autoglaze mix

With a successful mix in 1983 Autoglaze are not making any dramatic changes to their range for 1984. Metallic finished frames in gold, silver, gun, bronze and black are available and lenses include Reactolite Rapide gradient brown and pre-tint green 70, CR39 mono and gradient, and polarised lenses in tan and smoke.



Looking bright: Shades set for second year

John Bowlt of Shades International reports his first collection lived up to expectations achieving a successful sell-through.

And in 1984 he will be out to consolidate his presence in the South and expand distribution in the North. "One thing last season showed was that you don't necessarily need an advertised, recognised brand, but a quality product, to achieve sales," he says.

"I intended to provide a range which offered the opportunity to promote fashion and styling from the best manufacturers in Europe at value for money prices. I am confident I succeeded and a very positive customer reaction at retail level has confirmed that I am heading in the right direction.

"With prices ranging from £4.99 (£3.99 for clips) to only £7.99 for the special chemist range and a top price of £10.99 for the fashion range, retailers have the opportunity to promote a quality European product at sensible prices, yet

maintain an upmarket image at POS."

For 1984 Mr Bowlt has reduced his 1983 collection from 111 variations to 91 (plus eight clip-on styles). There are 22 new models in 44 styles spread across the price points.

As to trends Mr Bowlt believes that although Reactolite Rapide as a brand continues to maintain strong consumer awareness this area of the market has levelled off and will begin to decline as the novelty element wears off. For 1984 therefore he is only featuring a small selection of models — four European plastic styles at £11.99 and eight metals at £14.99.

Three more packs

With chemist outlets in mind Mr Bowlt has kept packs at the same level as last year and added three further packs.

The four dozen pack incorporates both metal and plastic models in polarising, polycarbonate and CR39 lenses with prices ranging from £4.99-£7.99. A counter display unit is included. An eight dozen pack comes with an illuminated counter display unit. The pack includes the whole range excluding photochromics and has a price range of £4.99-£10.99.

In the 14 dozen pack, again with an illuminated floor display unit, there are polarising-polycarbonate and CR39 lenses



in both metal and plastic frames. Prices are the same as in the eight dozen pack.

New this year are a one dozen polarising pack with $\frac{2}{3}$ metal, $\frac{1}{3}$ plastic models all retailing for £6.99. At the same price point is the one dozen driving pack featuring polycarbonate and CR39 lenses and retailing at £7.99 each are the models in the two dozen fashion pack. Polarising, polycarbonate and CR39 lenses are included.

Other packs available are a two-dozen photochromic pack (£11.99-£14.99) and a three dozen clip and flip pack (£3.99).

Shades International, PO Box 17, Leighton Buzzard, Beds LU7 7HN.

Ray-Ban relaunch and more Expressions

For the 1984 season Bausch & Lomb are to launch a new range of sunglasses under the Expressions banner and relaunch the Ray-Ban range.

Expressions now comprise 12 designer styles available in a choice of three-colour combinations with co-ordinating CR39 gradient tints. Six of the styles will also be available with Reactolite Rapide lenses. In all, there are 56 models in the range. Prices start at £9.95 rising to £24.95. Each model will carry a one year guarantee.

Marketing emphasis, the company says, will be on below-the-line activity and they are introducing for POS two stands,



an 80-piece floor stand and a 40-piece counter stand. Pack details for chemist outlets had not been finalised as C&D went to Press but should now be available on request.

A major national relaunch is planned for Ray-Ban in 1984. Some 70 styles — a permutation of the six basic models — are

available. Included are classic metals, the Flying Colours range comprising coloured photochromics, Fantasies with lightweight lenses and a range of upmarket styles trimmed in leather (£33-£77). Details are not yet available on the Cats range.

The Wayfarer range launched last year will again be available (£27.50) and for those customers with really extravagant tastes there is a 14 carat solid gold model retailing for a mere £1,100.

Two counter units — 8-piece and 16-piece — will be available as will counter cards, sales literature, window stickers and posters. The range will be backed by a double guarantee against faulty craftsmanship and imitation. *Bausch & Lomb UK Ltd, Unit 1, Bolney Way, Hampton Road West, Feltham, Middx.*

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SUNGLASSES

'Something for everyone' in Samco's 18 parcels

Describing 1983 as their "best ever" sunglass season Addis are optimistic of even greater success in 1984 with the Samco by Mazzucchelli range.

Designed and made in Italy, the range includes a selection of high fashion styles in metallics and bright primary colours as well as the more traditional styles.

Last season was the first with Addis owning the brand and they were able to give it greater emphasis, says Rod Lane, procurement agent.

"The range was larger and prices more competitive; we were able to dramatically increase the amount of sunglasses in the market. Now we've got such a strong base we're in the big league for sure."

Spalding success

The Spalding range proved such a success last year that 20 variations are to be available in the 1984 collection. "For the first time, with the emphasis on sports, the consumer was prepared to buy a leisure sunglass," says Mr Lane.

Linda Farrow in '84

Some 70 models are featured in the Linda Farrow 1984 sunglass catalogue although stock in hand is running at over 200 styles. Trade prices for the models range from £1-£4.50 for fashion styles to £6 and £8 for the budget and premier Reactolite Rapide models.

Lenses available include CR39, Reactolite Rapide, Sun Magic and Sunstive and there is a wide range of display material available. Proving to be the most popular are 24, 72 and 84-piece units. Pre-season bonuses are available. Details from Linda Farrow, 51 Calthorpe Street, London WC1X 0HH.

Having an eye for sales

With more and more people obliged to wear spectacles at some time in their lives the Eyecessories range is an all-year-round seller not merely relying on sunglass sales to move stock, say manufacturers Inter-Company Contacts.

Ten different products are included in the range, all individually bubble packed on cards. They are: spectacle chains (aluminium in gilt and silver), retaining cords, sportsbands, temple and nose comfort bands, repair kits, plastic and spray lens cleaners, temple tites and cleaning tissues. All retail at under £2.

Other additions include a range of ladies foldaways retailing at £9.99 and the Funglasses collection, while retailing at £2.99, has been extended to include an assortment of mirrored lenses (£3.99). A coloured wire stand has been designed to create a lively POS display.

Clip-ons continue to retail at £2.99 and £4.99 (the company notes there was a dramatic increase in the sale of polarised models) while Reactolite Rapide flip-ups will be £1 up on 1983, retailing at £11.99.

In all there are 140 styles, two-thirds of which are new, available in 18 parcels ensuring there is "something for everyone." The fashion range for instance is available in a three dozen parcel, models retailing from £5.99-£7.99, six dozen parcel (£5.99-£8.99) and 12 dozen (£5.99-£9.95). A 24 dozen pack covers the whole range while there are specific packs for the Spalding, Sunsensor and Funglass collections. *Addis Ltd, Ware Road, Herts.*

Aimed at the impulse buyer, the company points out that many spectacle wearers rarely visit their optician, preferring to put up with minor irritations from loose screws and discomfort behind the ears and on the bridge of the nose.

Two display units are available holding 10 lines (122 items) and 8 lines (74 items) from *Inter-Company Contacts Ltd, 192 Locks Road, Locks Heath, Southampton, Hants SO3 6LE.*

One of the two display units. This one holds 10 lines (122 items)



Over 100 models to suit all tastes

Consistent sunshine enabled retailers to clear most of their stocks while the recession ensured that prices remained keen, say Lessar Brothers of Birmingham summing up the 1983 season.

And for 1984 the Solarite collection will include 106 models with the emphasis on fashion. The main fashion collection comprises 19 models (£5.95-£9.95) with gradutint lenses. Shapes and sizes remain neat they say. Round is bound to be popular as is the slightly "retro" square shape. Shiny whites, opaque lacquer tones and metallised plastics are included in the range. Two styles to look out for are the plastic framed rimless made in a choice of shell, white and bordeaux and the full rimless model with "diamond-edge" lenses.

For the fun element of the market there is a heart-shaped eyes style with cupid's arrow across one corner, and a model with chequered flag lens borders (£3.50-£4.95).

Six metal framed models (£3.50-£4.95) include aviators, square shapes and one rimless style and there are eight Pol-rama polarised sunglasses (£6.50-£8.95) and three junior polarising designs.

This Pol-rama visor model has a lift up front, ideal for motorists and fishermen, say Lessar Brothers



The Reactolite Rapide models are divided into three categories — a budget range of six models (£7.95), including for the first time, three plastic frames, and nine fashion frames (£10.95). Both these categories are fitted with the pre-tinted Rapide 70 lenses. The nine fashion frames are also fitted with gradient tinted Rapide lenses (£14.95). Finally six models have Zeiss Umbral fixed tinted lenses (£22-£25).

In the clip-on range there are nine polarised, 2 Rapide and 4 CR39 Umbratint models as well as basic lines. New is the CG3 visor-type polarised model. Prices range from £1.95-£7.95. A clip-on display holds 12 models.

For display, stands hold 15-88 models — the latter is an illuminated floor display incorporating a storage cupboard. Counter units with mirrors for 24 and 42 pieces are available free with qualifying orders. *Lessar Brothers Ltd, Lesbro Works, Hylton Street, Birmingham.*

SUNGLASSES

Titcomb set for demand upsurge

Anticipating an increase in demand now that retailers are holding low levels of stock — thanks to the sunshine of July and August — Titcomb fashion sunglasses are making a number of additions to their range for 1984.

Metal styles, they say, will continue to be popular but the emphasis for new styles is on plastics in a wide range of colours. New fashion styles with Reactolite Rapide and CR39 gradient lenses are expected to sell well next Summer.

Three new "flexlite" fashion styles join the existing CR39 gradient lens models and there are two folding sunglasses in gold and black frames with acrylic gradient lenses supplied in a zip-up case. The same lenses, this time in bevelled edge rimless styles (pictured) are matched with tan and smoke frames.

While the Reactolite Rapide grey 55 lens comes in both metal and plastic styles the green 70 lens is being tried out for the first time in a metal frame with a saddle bridge.

More metals

In metals there are four new models — a matt black style with polarised mirror lenses, a semi-rimless polarised model and two new models with Zeiss Umbral lenses.

New shapes with Reactolite Rapide, polarised and CR39 lenses are added to the collection of clipovers. Of note is a visor clip with polarised lenses to fit a wide range of spectacle frames.

Lenses available in the 1984 collection are Reactolite Rapide, Sunsensor, Zeiss Umbral, CR39 monochrome and



Two models from the Polaroid 1984 range. The girl is wearing model 8419 which has sides in a contrasting colour to the front. It is available in red and white, and beige and donkey brown (£9.99). Aviators continue to sell well and this gold plated model (4214) has its sides and brow covered in brown leather (£11.99)

gradient, polarised and gradient acrylic.

For display the company supplies, free of charge, suitable display material with the customers choice of sunglasses. Our customers do not have to commit themselves to expensive prepacked fixed assortments to obtain stands, they say. Displays hold from six pieces up to 104 on

Model 1694 in the Titcomb collection — a gold, bevelled edge rimless model with gradient lenses (trade ex VAT, £1.50)



have impact resistant lenses in blue, brown, smoked, gradient and mirror styles. With a recommended retail price value of £476.40, the range is available to the trade for £276.16. A display stand is supplied holding six dozen assorted models.

Meanwhile Le Specs will again be available in 16 models and four different colourways (£9.98) with a five-year guarantee. Television advertising is to be again used "to maintain the impetus of this season's success".

The Emilio Belli range for 1984 comprises eight models (£41.40 each, trade £24) supplied in packs of 16 (trade £384) and in the Sports Driver collection there are four models (£38.80; trade, £22.50) supplied with a stand holding eight (£180). *Croptics Ltd, Crofton House, 120 Colindale Avenue, London NW9 5HF.*

an illuminated floor stand. Trade prices (excluding VAT) range from £0.95 for metal-framed monochromes to £9.95 for the Zeiss Umbral styles. Clips start at £0.75 rising to £6.25 for Reactolite Rapide clipovers. *Titcomb fashion sunglasses, 24 Hurn Road, Christchurch, Dorset BH23 2RN.*

No change in Jackel sunglass strategy

Taken over in August by Mayborn Products, parent company of Dylon International, Jackel intend to stay in the sunglass market with a range of Sunbrella sunglasses for 1984.

With prices starting at around £3.50 and rising to £9.95 there will be a total of 23 models, three of which are in the new Cut Diamond ladies fashion collection retailing at under £5. Also available are two mirror lens styles (£4.5), and seven crystal light crystal narrow frames (£7). The remainder are standard sunglass styles.

Two counter display and floor stands, fitted with mirrors, are free with orders worth £150 and £300 respectively. Incentives are carried on orders placed before December offering retail chemists up to fifty per cent profit margin, say Jackel.

Touching on the dumping of Correna stocks in the market, Jackel would only say a dealer was appointed to dispose of them and they are no longer associated with the range. *Jackel International (UK) Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG.*

Et maintenant — Le Metals

The sharp upward turn in sunglass sales was the result of the scorching Summer of 1983, say Croptics. And the result, they say, is greater confidence and renewed optimism in the market on the part of the independent chemist.

For 1984 Croptics will again be promoting Le Specs and will be introducing Le Metal — "a wide selection of metal frames incorporating various lens types, in particular, Reactolite Rapide and polarising lenses." All models will be individually tagged and cased.

The range comprises 10 polarised lens models (two clip-ons), four plastic and six metal Reactolite Rapide models, three rimless models with acrylic lenses and 11

Pharmacist 'injected himself with morphine'

A Gateshead pharmacist who stole Controlled Drugs and injected himself with morphine was ordered to be struck off the Register of the Pharmaceutical Society in London last week.

Mr Richard Revaly Smith, of Alexandra Road, Gateshead, was described as a young man who had shown himself to be quite unsuited to be a pharmacist. Sir Carl Aarvold, chairman of the Society's Statutory Committee, said they had listened to the pathetic story of a weak and miserable character who allowed himself to form associations with older men who used him for their own purposes and then discarded him.

He injected drugs into his own body, and contaminated drugs to the possible danger of others in order to cover-up his own dishonesty, said Sir Carl.

Mr Josselyn Hill, for the Society, said Mr Smith, who declined to attend the inquiry, appeared on two separate matters. In July 1982, at Sheffield Magistrates Court, he admitted stealing and being in unlawful possession of morphine, a syringe, hypodermic needles and Mediswabs while employed as a pharmacist at the Northern General Hospital between January and April 1982. Mr Smith told the court that he used the morphine for himself. He was given a conditional discharge for two years.

While that conditional discharge order was outstanding, Mr Smith appeared at Hebburn Magistrates Court last June charged with stealing four ampoules of methadone, 13 tablets of Palfium and a quantity of diamorphine belonging to the North Eastern Co-op Ltd. He was fined £50 and ordered to pay £10 costs and £12.95 compensation. Mr Smith also asked for other matters to be taken into consideration involving the theft of Diconal tablets and diamorphine from another Co-op pharmacy.

Replaced with codeine

Mr Hill said that while employed at the hospital Mr Smith stole the morphine in powder form rather than in ampoules because it was more difficult to account for it. He replaced the morphine with codeine phosphate to give the appearance that nothing was missing.

Detective Sergeant John Brennan, of South Yorkshire police, said that when questioned about the missing morphine Mr Smith admitted that he was homosexual. He told the officer: "I had a friend, Billy, and we broke up after five years. It's hard to get over something like

that, I think that's what made me do it."

Mrs Rhoda Jeffrey, a shop assistant employed by the North Eastern Co-op Ltd, said she suspected that Mr Smith was taking drugs when she worked with him at a pharmacy at Victoria Road East, Hebburn, in March.

Sergeant John Dixon, of Jarrow police, said he was called to the pharmacy on March 15. Mrs Jeffrey said she had caught Mr Smith taking drugs from the cabinet and injecting himself.

Mr Smith admitted stealing diamorphine, methadone and Palfium from the shop and other drugs from a Co-op pharmacy at Rowlands Gill. He has three months to appeal.

Drink problem

A Cardigan pharmacist convicted of driving while under the influence of drink for the second time in less than three years was ordered to be struck off the Register.

Mr Ray Reynolds, formerly of Pendre, now living at Moly Grove, was due to attend a resumed hearing of the Society's Statutory Committee investigating a conviction for drunk-driving in February, 1981. Last September the Committee decided to postpone its decision for 12 months after being given assurances by Mr Reynolds that he was making every effort to overcome his addiction to alcohol.

But last week the Committee was informed that Mr Reynolds was convicted of a similar offence at Cardigan in July, when he was fined £200 and banned from driving for four years. On that occasion, tests showed that he had 292mg of alcohol in 100ml of blood when the permitted limit was 80mg.

Mr Adrian McDermott, Society inspector, said he was called to the Reynolds pharmacy at Pendre last December and told that Mr Reynolds was still drinking to excess and was often asleep or incapable at the rear of the shop. In April he found Mrs Reynolds in charge of the pharmacy. She told him that her husband only worked part-time and that he might be leaving to work as a locum elsewhere. She said he was still drinking. In August, Mrs Reynolds told Mr McDermott that she was the sole owner of the pharmacy, and had separated from her husband.

The chairman, Sir Carl Aarvold, said the conviction in July clearly indicated that Mr Reynolds had not overcome the problem of drink. In the opinion of the Committee it would not be safe to allow

him to continue as a pharmacist with all the responsibility involved.

Mr Reynolds has three months in which to appeal against the striking off.

A Glasgow pharmacist whose pharmacy in Langlands Road was said to contain 60 years of accumulated rubbish, was also ordered to be struck off.

Chairman of the Statutory Committee, Sir Carl Aarvold, said Mr George Innes, of Moness Drive, Glasgow, had shown himself incapable of fulfilling the responsibilities of his profession. He had been warned twice before to improve the pharmacy and had been given every assistance to do so, Sir Carl added.

The Society's solicitor, Mr Josselyn Hill, said the Committee learned last November that conditions at the pharmacy represented a "potential hazard to the public". At an adjourned hearing in March, it was said that old stock still remained there and the cellar remained unhygienic.

The chief administrative pharmaceutical officer employed by Greater Glasgow Health Board, Miss Elizabeth Meikle, commented: "Words fail me to describe the scene when I first saw the basement." It represented 60 years of accumulated rubbish. Although there had been an improvement over the last few months, she did not believe that Mr Innes had appreciated the considerable efforts of those who sought to help him — nor had he made any great effort to help himself. He did not attend the hearing and was not represented.

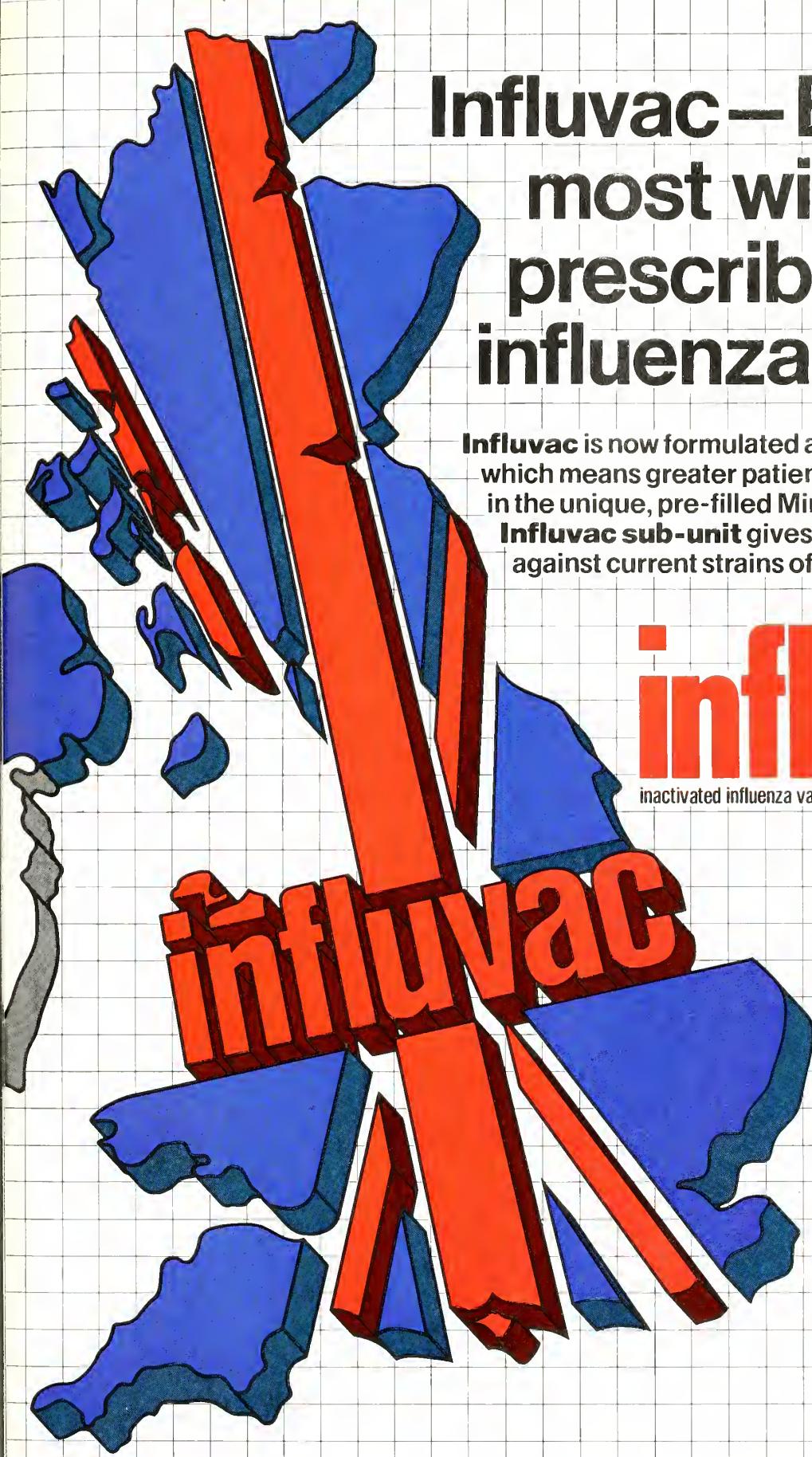
Allowed to be pharmacists

Two university graduates convicted of drug offences last year, were given leave to apply for membership of the Pharmaceutical Society last week.

The Society's Statutory Committee decided not to impede the registrations of Mr Robert Davies, of The Old Vicarage, Vicarage Terrace, Maesteg, and Mr Paul Dyer, of Ringstead Road, Catford. The Committee had been told that Mr Dyer had appeared before magistrates at Bristol and admitted the theft of Valium tablets. Mr Davies admitted receiving Valium tablets. The two were then students of the Welsh School of Pharmacy in Cardiff and had been doing pre-registration training in the Bristol area. They blamed the offences on depression, and domestic troubles at the time.

The chairman, Sir Carl Aarvold, said the Committee had heard a story of "astounding behaviour" by two young men who ought to have known better. But Sir Carl went on: "We have heard what they had to say and we are satisfied that they are contrite. They have not tried to

Continued on p654



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sentation Disposable syringes, ampoules and multi-dose vials containing inactivated influenza vaccine (surface antigen) BP. The product contains appropriate quantities of the A and B strains currently recommended by WHO. Available in packs of 0.5 ml syringes, 0.5 ml ampoules, 5 ml and 25 ml vials. Basic NHS price £2.75, £2.75, £25.13 and £118.88. **Indications** Prophylaxis of influenza. **Dosage and Administrations** Adults and children (over 13 years) 0.5 ml. Children (4-13 years) 0.5 ml, followed by a second dose of 0.5 ml after an interval of 4-6 weeks, unless previously primed with H₃N₂ antigen in which case one dose of 0.5 ml is sufficient. To be given by intra-muscular or deep subcutaneous injection after allowing the vaccine to reach room temperature. It is recommended that the contents of multi-dose vials are used within 4 hours of opening, using a fresh needle and syringe for each patient. **Contra-indications, Warnings, etc** Contra-indications: Persons with hypersensitivity to eggs, chicken protein or feathers and influenza viral proteins should not be vaccinated. Immunisation should be postponed in patients with febrile illness. Precautions: Neurological disorders such as encephalomyelitis and neuritis after influenza vaccination have rarely been reported. An association has not been demonstrated except in the case of the Guillain Barre Syndrome ('USA mass vaccination programme 1976). The vaccine contains a maximum per dose of 0.00625 IU polymyxin and 0.00625 µg neomycin. Use with caution in patients hypersensitive to these antibiotics. Side-effects: Local effects, such as transient erythema and swelling at the site of injection may occur. Systemic effects such as pyrexia, fatigue and headache may also be experienced. Reactions of both types can be expected to occur only rarely and less frequently than those associated with the administration of whole virus vaccines. Product Licence Number 0512/0055. Further information is available from: Duphar Laboratories Limited, Gaters Hill, West End, Southampton, SO3 3JD Tel 042-18 2281. International sales figures 1982

duphar DUPHAR LABORATORIES LIMITED WEST END SOUTHAMPTON TEL 04218 2281

PSGB Statutory Committee

Continued from p652

blame each other or anyone else." He said the Committee had carefully considered the case and were happy not to impede their registration as pharmacists.

A Preston pharmacist whose wife was convicted of forging NHS prescriptions could not be held professionally responsible for her actions, the Statutory Committee ruled.

The chairman, Sir Carl Aarvold, said the Committee did not accept that Mrs Patricia Marland, of Townend Farm, Town Way, Hoole, was an employee of her husband, James, when she altered prescriptions dispensed at his pharmacy in Station Road, Croston.

But Mr Marland was found guilty of professional misconduct and reprimanded after admitting that he completed details on the reverse side of a prescription claiming exemption from payment of charges on behalf of a patient under the age of 16 when she was, in fact, a married woman with children.

Mr Josselyn Hill, for the Society, said Mrs Marland pleaded guilty at South Ribble Magistrates Court in May, 1982, to three cases of forging prescriptions and three of using the prescriptions with intent to induce the local Family Practitioner

Committee to accept them as genuine. She was fined a total of £480.

He said the case followed police inquiries into a prescription submitted for pricing and payment by Mr Marland which had a fairly obvious alteration on it. The figure "1" written in black ink, had been inserted in front of the figure "50" which was in blue ink.

Mrs Marland subsequently admitted responsibility, saying she altered prescriptions while assisting her husband to check them for costing.

Mr Hill said the question was whether Mrs Marland was employed by her husband. If the Committee decided she was then they had jurisdiction to consider an allegation of misconduct against him.

Mr Marland said his first knowledge of the forgeries was when police visited the pharmacy. His wife had access to the prescriptions because he took them home at weekends to check them for pricing. She assisted him with this and with purchasing goods from cash and carries.

"I did not pay my wife any money for her help. I was horrified when she told me she was responsible for making the alterations," he said.

'Shocked' at newspaper feature

A Saltcoats pharmacist said she was shocked when a local newspaper printed a full page advertising feature about her shop in Hamilton Street last year.

Mrs Janet Gallagher, of Murray Avenue, told the Statutory Committee

that the *Ardrossan and Saltcoats Herald* contravened her instructions by printing the word "chemist" in a box after the title of her business. "As soon as I saw it I knew the feature infringed the Society's guidelines on advertising," she said.

Mrs Gallagher, who was cleared of misconduct, was appearing before the Committee as a result of a complaint received from another member of the Society in July 1982.

She said she was concerned that nothing should appear in the newspaper which advertised her professional services. Both she and her husband contacted the Scottish Department of the Society in Edinburgh several times before the advertisement appeared to check what was permissible.

Mrs Gallagher understood that the word "chemist" could only be used once and could not be printed in a larger type than the name of the business. She went on: "I understood that it was not possible for me to see a final proof copy of the feature. If I had I would have insisted that the whole page be deleted."

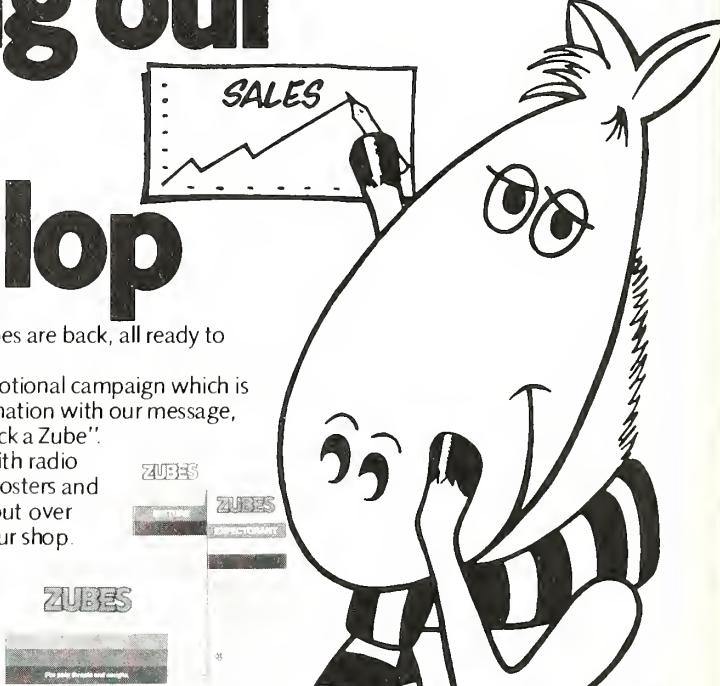
Mr Josselyn Hill, for the Society, said although the word "chemist" appeared only once in the feature, the size and prominence given to it was a breach of the Society guidelines. However the chairman said the Committee was satisfied that it did not amount to misconduct. They accepted that Mrs Gallagher did what she did in good faith. ■

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Some practical advice for computer illiterates

As a computer owner for several years and being renowned among my friends as a gadget fiend I have been asked hundreds of questions about which machine or system to buy. It would appear from the types of question asked that there is a lack of understanding of the general principles of labelling by machine, brought about I think by unfair advertising claims by a number of firms in the market place and a general clouding of the issues involved. Perhaps through your columns I could add a little advice of my own on the problem as I personally see it.

The choice of hardware (machinery) must in the first place be made according to the technical abilities of the user. If you are the kind of person who cannot put a screw in the wall or connect up a hi-fi system, then I think sadly your choice should be limited to a dedicated labelling machine produced as a single unit with pre-programmed drug codes. They are usually less expensive than modular systems and, providing they function reliably, are more or less "idiot proof" and will save no end of misery and frustration through disc or tape corruptions when things go wrong or when a mistake is made. These machines are also good in general when locums are employed in any number, or when a pharmacy is so busy that there is no possibility or requirement of the machine being used for anything else ever.

If you are in any way a practical person with an interest in learning and can manage elementary electronic apparatus, like mastering the timer section of your video recorder within 15 minutes or so, providing your dispensing hulls for a few minutes at certain times of the day, then I would definitely suggest a computer-based system for its infinite benefits.

Expensive packages

Most micro-computers today are available at substantially discounted prices, which tends to make buying a complete "package" rather expensive. A quick calculation of the price charged by a well publicised (and NPA recommended) company shows that you could be paying over £600 for the software (the chemist's labelling bit), which is rather at the top end for micro software prices at the moment. That is not to say it's not worth the money, but it is expensive.

There probably isn't a lot to choose between many of the micros on the market at the moment, they all will do the job required adequately, provided of

course that good software for that machine is available somewhere, separately, at an economical price. There's no point in buying a machine and then finding you have to write the software if that task is beyond you.

Try to find whether a program is available for the computer you fancy — perhaps the one you bought the kids and they don't use, or the one the children are learning on at school. The computer that offers software for the other jobs you want to do or just the one that is the right size or shape may please you. I have seen many extremely sophisticated programs, some well designed and written and some not so well done, but do you really need 2,000 drug codes and will you ever use your system for stock control? I doubt it! To do so means that every item of stock you receive must be entered immediately it arrives (takes time and while you're doing it you can't type labels). If you don't make the entries you'll turn away customers thinking something's out of stock when you've got it, and then reorder it a second time.

We've been unwittingly "stock controlling" for years, very efficiently through habit. I personally think it's risky on computer. Sophisticated systems with stock control, standard labels, fast and slow codes and automatic warnings need a lot of memory. Memory is expensive and a lot of information handling can slow down the machine. Do you really need it? I had a look at the sophisticated recommended machine previously referred to recently. It does all or many of the above things, but do you need them?

I have had an Apple II computer for some years now and when the new regulations came out, I contacted a couple of firms advertising Apple systems. One firm quoted me (albeit unwillingly) about £400 for the software package — not unreasonable but a fair bit to lay out if I didn't get on with it. The second company said it would prefer to sell only the software, at around £120 at the time. They recommended anyone wanting a system to buy the hardware from a local dealer so that if it went wrong it could be looked at immediately — more convenient, more sensible and much less expensive. You will probably not even need to have a maintenance contract.

When you first get them, computers have a habit of simulating being broken, when they are in fact in perfect working order. They then have to be parcelled up and sent off (inconvenient) and you have

to do without them (more so) only to find there's nothing wrong (embarrassing!). How much better to have contact with a local man for your hardware and your specialist software company separately (unless someone locally is both).

I have received countless upgrades on my software, free! Every time it has been improved (including the addition of stock control, unnecessary but to keep up with the Jones's I suppose) and untold help and tips in using it. I liked it when I got it (or I could have had a full refund) but now I love it! And it gets better with the passing of time as I get better at using it. The company I used incidentally "configured" the program specially for my total set up, which was a very great help indeed.

But is it worth while? And do you need it? What's wrong with a typewriter? The answer as far as I am concerned is a very definite "yes". I can produce labels which are clear and concise to the patient, and which are aesthetically pleasing to me. It is fairly fast, much faster than typing, and not having to date each label is as wonderful as is only having to type out a patient's name once. There's even time now to put the Christian name in full — more friendly!

The real bonus, however, is in having the use of a computer. As a word processor, writing long letters like this is easy. Writing to suppliers for credits etc is convenient, and with a little programming knowledge I can print my own signs, letterheads, ownerships slips, business cards and a whole variety of other things. Using my database program I can keep a record of my prescriptions and calculate the profits (or losses) and averages on my monthly statement in a trice. As a club secretary I can write and produce 200 letters in a matter of hours and bring any amount of biographical details to hand in a couple of seconds, but that's another story. The possibilities for use of computers are endless.

With these few words, I hope that I might have helped at least a few people towards making a decision.

Adrian Korsner
London N20

Home truths

I feel compelled to put my pen to paper and say that I am in total agreement with the very well written letter of Mr P.J. McGraham (*C&D* September 17). This is certainly no tirade but a few home truths on the "clawback" or as I prefer to call it, the Government's "mauling" of the profession.

I must urge my fellow pharmacists not to sit back and sigh this time but write to their MPs and of course the Minister. We certainly cannot afford to buy expensive computer labellers, burglar alarms, CRC supplies etc if this is the treatment we are to receive at the hands of the Government. I'm sure the medical and dental professions (who are much more

Continued overleaf

LETTERS

Continued from previous page

fairly rewarded anyway) would not allow this huge sum of money to be stolen.

Yes, Mr McGraham, we have to unite and show some muscle — for too long we have been decent and gentlemanly and it has got us in the mess we find today.

G.L.M. Romanes
Duns

Parallel import clawback next?

Although we are currently involved with the clawback by the DHSS of wholesaler discounts let us not lose sight of what the Government could well do next.

I refer to the trend towards parallel importing. We know the Government is powerless (at present) to prevent such a practice but it is not powerless to clawback the extra profit made by importer contractors.

Our contract clearly states that the *cost of the drugs supplied* will be reimbursed plus an "on-cost" factor negotiated(?) by the Pharmaceutical Services Negotiating Committee and the DHSS. There can be no difference between wholesaler discounts and savings of parallel imports. In both cases the DHSS paying more for the drugs than they are costing the contractor to buy. The Government has shown that it is quite prepared to re-claim what it feels it is owed over any period it chooses.

The lesson to be learned from this action is that the Government will not shrink from taking back from pharmacists whatever it wants, whenever it wants, and there is no reason to believe that the DHSS will allow this situation to continue for much longer.

M. Everitt
Castle Gresley, Burton-on-Trent.

A slice of the action

The Government appears to have pharmacists caught in the icy grip of a cost-plus contract from which we cannot extricate ourselves. I would like however to draw your attention to the following points, the use of which should secure for us a fairer deal.

Our present contract is only for the provision of pharmaceutical services. The DHSS now expects us to obtain our supplies at special low prices but for this endeavour merely says "thank you very much" and pockets *all* the fruits of *our* labours. The PSNC should make clear to the Government that we are not yet being remunerated for acting as purchasing agents and that this cannot continue. The PSNC must demand either a slice of the

action (half of the discounts obtained would only be fair) or an increase in notional salary to take account of this new role which we are playing — I would suggest £3,000 per annum to be added to the notional salary.

The DHSS must be clearly shown that this is a justifiable reward for our tremendous increase in productivity — the Government is, as you know, committed to encouraging productivity-related deals.

Failure of the DHSS to be convinced on this point must mean immediate referral to the panel. If the panel disagrees then pharmacists must retreat from playing the role in order to convince the Government.

This could possibly be achieved without causing inconvenience to patients by informing doctors that prescriptions will only be dispensed which call for *proprietary* products (the *only* exceptions being where only generics are available, eg phenobarbitone). All generic prescriptions would be returned for alteration by the doctor. When the Government had to contend with paying out for Achromycin, Butazolidin etc as well as pressure from generic manufacturers, they would, I am convinced, soon see our point.

I sincerely hope that you find my ideas worthy of consideration and will press for a remuneration increase along these lines, backdated of course in the same way as clawback!

I. Abrahams
Pinner, Middx

This letter has been sent to PSNC.

The way forward on the contract?

Having reflected on a day spent at the Lincolnshire LPC Conference listening to prognoses for the future of pharmacy, I must admit to having changed the opinion I have held for eight years.

I was a strong advocate of a large on-cost element of remuneration, which despite several deficiencies, was temporarily justifiable during the years of 21 to 24 per cent of drug cost inflation due to its favourable effect on cash-flow. The professional fee was then both static and an insignificant reflection of the responsibilities entailed by dispensing.

The spectre of inflation has now diminished and the pressure on manufacturers to reduce drug prices will remain effective even if the general rate of inflation rises a few points. The justification for on-cost has gone.

The current cash-flow hiatus caused by the £68m clawback is directly attributable to the "cost-plus" system of reimbursement of drug expenditure. The system generates ambiguities which arbitrarily affect the level of on-cost. The averaging system is uncontrollably fair or unfair according to the level of turnover, the number of prescriptions dispensed, discounts taken, discounts

assumed to have been taken, property costs, efficiencies or inefficiencies in the pharmacy, under-capitalisation and geographical location.

I am inclined to believe that the majority of contractors would be less disadvantaged by getting paid for actual drug costs incurred, with or without discounts, and leaving profit margins to the remaining elements of pay. This means separating remuneration from the political minefield of drug costs.

To do so requires a new accurate method of reporting and reimbursing individual costs, while the professional fee and BPA must be scrupulously representative and regularly revised.

It is interesting to note that although the DHSS will not accept any part of capital provision for the retail sector, the old on-cost system reflected different levels of investment in drug holding related to net ingredient cost.

A new element of remuneration could well be necessary to reflect the varying levels of investment, not just in drug holdings, but in areas of differentiation between pharmacies that are inadequately recognised at present.

PSNC is short of ideas, power and leverage, while the contractors feel impotent and at odds with the negotiating body. I feel it is essential to combat this negative situation with one vital step.

Each contractor should remit in confidence an annual report to the PSNC about his business. This could take the form of a questionnaire which would give the PSNC a source of information and fact allowing continuous monitoring of, and research into, the state of pharmacy. There is so little known about profitability, locum rates and availability, excessive working hours, property costs and staff conditions, which are of importance and can be simply collated. Perhaps in the final event it would provide the statistics for a better distribution of the global sum, reveal hidden trends, or even allow us to challenge the results of a cost inquiry.

If David Coleman wants a new attitude for us to go into the 21st century without the hangovers from the 19th century, then it must involve all of us and have the scientific basis of information we presently deny ourselves.

Noel Baumber.
Grantham

Radical solution?

In answer to D. Solomon's question (*C&D* September 24, p553) re the opposite of anorexia. My proposal is "greed" — a remarkably common phenomena, the outcome of which is well documented and the unhealthy effects of which become apparent only when someone tries to do something about it. The present DHSS cure is to trim the fat which usually applies only to extreme cases. Leaner specimens are likely to die under such treatment.

Leaner specimen

BUSINESS NEWS

Government clawback to cost Macarthys £700,000

Macarthys Pharmaceuticals will lose about £700,000 this year from Government action in cutting drug prices Mr Alan Ritchie told shareholders at the company's general meeting last week. However, in spite of this, he predicted group profits before tax for the year to April 1984 would be in excess of those seen this year.

The National Health Service has had to reduce expenditure by £100m as its contribution towards public spending cuts. "I must confess I don't understand Government finance, but I have a sneaking feeling the Government don't either," he said.

Any answers?

"You might ask why pharmaceuticals are expected to bear 25 per cent of the NHS cut when they only account for 9.5 per cent of NHS expenditure; secondly you might ask how £25m can be abstracted

from the profits of the industry when the Pharmaceutical Price Regulation Scheme, whose terms of reference are laid down by the Government, has been in existence for many years with the express object of ensuring the industry does *not* make profits beyond the agreed guidelines. I would not expect answers to either question to be forthcoming from Government."

'Stone wall'

The agreement reached between the Department of Health and manufacturers "completely overlooked or disregarded the inconvenient fact that large stocks of pharmaceuticals were held by both wholesalers and retailers" said Mr Ritchie, and representations to the Department met with a "stone wall."

"I suspect the civil servants involved completely overlooked the impact of this agreement on wholesalers and retailers

and cannot now retreat from their entrenched positions. But the situation remains totally absurd: it was intended that the 'misery' should be applied to the pharmaceutical manufacturer, whereas in practice a lot of it has fallen on the wholesaler and retailer, reducing overnight the value of the assets of people who not even the DHSS suggested were making much profit in the first place."

Pharmacist's increasing role

Earlier in his address Mr Ritchie spoke of the clawback being applied to the retailer and his increasing role as a health adviser. "It seems to me very short-sighted for the Health Service to put at risk this valuable service to the community, provided free by the pharmacist, by erosion of his basic source of income which makes it all possible." It is calculated that Boots will be discounted to the extent of some £10m over the recovery period, he said.

Replying on behalf of the shareholders, City broker Sir Anthony Salt commented favourably on the increase in turnover from £100m four years ago to its present level of £250m. Shareholders also favoured a deliberate and decisive move to concentrate on improved profit margin as opposed to a drive to turnover growth.

More Business News overleaf

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Labour vote for no script charges

Decisions taken by the Labour Party Conference at Brighton on Tuesday commit the next Labour Government to reversing the growth of commercial medicine and to taking a major public stake in the pharmaceutical industry.

Delegates approved a composite resolution renewing the demand for the abolition of prescription charges and calling on the next Labour Government to bring drug companies into State ownership "under democratic control" within three years of taking office.

A national executive statement and an emergency motion condemning the Government's cuts in the health service and pledging resistance by the Labour movement was also approved.

Mary Quant control changes hands

Control of Mary Quant has passed to Thomas Jourdan, a publicly quoted investment company. Jourdan are headed by Archie McNair, one of the original founders of Mary Quant, and Mr and Mrs Quant (ne Plunket Greene) are also directors of Jourdan.

Witan Investments have received £450,000 worth of Jourdan shares in return for their 40 per cent of Quant's equity, while Mr McNair, Alan and Mary Quant hold 18½ per cent each.

Witan Investment's payment for their shares gives them close to a 10 per cent interest in Jourdan.

First approaches

First approaches leading to the deal were made by Witan who, Archie McNair thinks, were keen to transfer their investment from a private to a public company.

Witan are thought to have realised a considerable profit on the shares originally bought in 1968.

The way is now open for Thomas Jourdan to float Mary Quant off as a separate private company, a course of action which Mr McNair says will be borne in mind over the next few years.

13 more Superdrugs by February '84

Superdrug Stores increased pre-tax profit by 28 per cent to £2.88m in the six months to August 27 on sales up 24 per cent at £45.72m. The company opened 14 new branches in the period covered, all of which are said to be trading satisfactorily. A further 13 are planned by the end of February 1984, bringing the total number of outlets to 170.

Michael Williams, MPS (centre), of Abergele, Wales, is the Unichem / Colgate-Palmolive pharmacist golfer of the year. He received his cup from Unichem chairman Norman Sampson (left) and John Maclean, chairman of Colgate-Palmolive



'Appalling' returns in small electricals

Strong criticism of pricing policies in the small electrical appliance market was made by Mr Michael Webber, chairman of Pifco Holdings, this week.

The return on sales and cash flow within the industry are "frankly appalling," he told the annual conference of the Small Electrical Appliance Marketing Association. He urged on members the need for a realistic pricing policy. "Most of the time it looks like civil war has broken out in the shops."

Different people will shop in different outlets, and it is absurd that everyone should try to be cheapest. The consumer is getting a fantastic bargain, he commented, and small electricals are becoming much more impulse buys. "Prices must go up to bear a real relation to manufacturing and advertising costs."

The returns policy on faulty goods also came in for heavy criticism. SEAMA estimate it is costing members an enormous amount of money and is a serious problem. Manufacturers do not wish to avoid their responsibility for faulty products, Mr Webber said, but 40 per cent of products returned have no faults. In addition many have damaged packaging or missing components.

Better information for Third World

Pharmaceutical companies have put forward suggestions for improving the WHO certification scheme on the quality of pharmaceutical products.

The proposals, formulated by the International Federation of Pharmaceutical Manufacturers Associations (IFPMA), aim to provide more information to those developing countries that rely exclusively on data given by the certification scheme when approving the import of pharmaceuticals.

At present, export certificates provide information on the registration status of a product in the exporting country and/or confirm that it has been made in a plant which observes a code of Good Manufacturing Practice. Data on the pharmaceutical formulation and price in

The 22 strong membership of SEAMA will be spending over £27m this year on Winter advertising and promotional campaigns, a major proportion on television. Traditionally 65 per cent of sales are made in the second six months of the year with the run up to Christmas — November onwards — accounting in the region for 30 per cent of total sales.

"We believe too much of our business is done in the last three months of the year," said Mr Webber. "We would like to make this a volume business for 52 weeks of the year."

SEAMA now claim to represent 90 per cent of industry. Russell Hobbs, Tower House, Morphy Richards and Prestige joined only this week. An exhibition of small electrical appliances will be held at the National Exhibition Centre, Birmingham in March 1984. By that time the Association hope to be able to provide the trade with authoritative sales statistics. The figures are being compiled in conjunction with the Association of Manufacturers of Domestic Electrical Appliances. Chairman of the Association for the coming year is Mr David Elliott, managing director of Rowenta.

the exporting country can also be certified. In the UK, the Department of Health issues a range of export certificates to cover these various requirements.

The IFPMA is proposing that the WHO scheme, introduced in 1976, could be made more useful to developing countries by covering not only pharmaceutical composition and quality but also by providing details of the approved prescribing information in the exporting country.

The Association is suggesting that a data sheet, package leaflet or other appropriate version of the prescribing information should be annexed to the official certificate. In the case of standard formulary products, copies of pharmacopoeia monographs, etc could be used instead. It will take some time before this proposal, if taken up by WHO, is formally recommended to member countries and each works out the practical details of implementation.

Max Factor deny Orlane rumours

Max Factor UK managing director Hans Bryers has denied reports in last week's *Marketing Week* that the company plans to sell off its Orlane fragrance house.

The *MW* piece suggested Factor are engaged in talks with Beecham, L'Oréal, Henkel and BAC. Mr Bryers told *C&D* no such talks were going on.

Japan in drug deficit with UK

Japan had a pharmaceutical trade deficit of \$84.15m with the UK in 1982. This represents an increase of \$6.5m on the previous year, with the upward trend looking likely to continue.

A survey in the first issue of *Worldwide Pharmaceutical Markets* shows that, despite Japan's ability to manufacture their own drugs, the market relies very much on imports. "Although the UK has only about 7 per cent of the total at the moment, opportunities do appear to exist for British manufacturers in that corner of the Far East" concludes the report.

Some 43 per cent of the UK's total

drug exports to Japan in 1982 involved bulk pharmaceuticals. This is equivalent to an absolute value of \$38m compared to 1981's \$21.5m. Antibiotics' share remained constant at around two thirds of this total.

Medicaments accounted for 53 per cent of exports, 17 per cent down on 1981. This is attributed mainly to a 44 per cent fall in the value of medicaments containing antibiotics.

Japan exported only \$2.8m worth of pharmaceutical products to the UK in 1982. The country's worldwide trade deficit in pharmaceuticals amounted to £944m in 1982. *Worldwide Pharmaceutical Markets* (subscription £425), PO Box 1, Chichester, West Sussex PO20 6XR.

Call for Sunday trading views

The Home Office is inviting interested parties to submit evidence to the Committee of Inquiry into proposals to amend the Shops Act. The Committee consists of Robin Auld QC, Liliana Archibald and Frances Cairncross. Contributions should reach Elizabeth Grimsey, secretary of the Committee, at Room 624, Whittington House, 19 Alfred Place, London WC1 by November 30.

Wednesday, October 12

Crawley, Horsham & Reigate Branch, Pharmaceutical Society, Upjohn Ltd, Fleming Way, Crawley, Sussex, at 7.30pm. Dr J. Smith on "Genetic engineering".

Fife Branch, Pharmaceutical Society, Anthony's Hotel, Kirkcaldy, at 7.45pm. Dr G.R. Trudhope, reader in therapeutics, on "The production and use of drug formularies".

Thursday, October 13

Leeds Branch, Pharmaceutical Society, Creskeld Room, Parkway Hotel, at 8pm. Mr B. Hill of CWE on "Home brewing".

Manchester & Salford Branch, National Pharmaceutical Association, The Europa Suite, Manchester United Football Ground, Warwick Road, Old Trafford, at 8pm. Dr B.E. Marks on "Domestic nebuliser therapy". Buffet, joint film and lecture with Pharmaceutical Society.

Friday, October 14

Blackpool Branch, Pharmaceutical Society, Postgraduate medical centre, Victoria Hospital at 7.45pm. Mr P. Lloyd, Abbotts, presents a "Stoma evening".

Dorset Branch, Pharmaceutical Society, Postgraduate medical centre, Poole General Hospital, at 7.30pm. Open discussion on the Code of Ethics, followed by a talk by Regional Pharmaceutical Officer.

Advance information

College of Pharmacy Practice, Lecture Theatre 3, Medical School, University of Nottingham, on November 23 at 7.30pm. Vestric travel award lecture. Mr D. Bradford reports on his visit to Canada and the drug needs assessment programme for the mentally handicapped with behaviour problems. Applications for attendance (admission free) to The Secretary, College of Pharmacy Practice, 1 Lambeth High Street, London.

British Association of Homoeopathic Pharmacists, Stanhope Court Hotel, Knightsbridge, London, on Sunday, November 6. One day introductory course on "Homoeopathy for pharmacists". Details from The Secretary, Suite 1, 19A Cavendish Square, London W1 (01-629 0018).

United Kingdom Clinical Pharmacy Association, Barkston Hotel, Barkston Gardens, London SW5, on Sunday, November 27. Seminar on "Patient medication problems". Details from Dr J.W. Poston, Welsh School of Pharmacy, UWIST, King Edward VII Avenue, Cardiff (0222 42588).

The Royal Society, 6 Carlton House Terrace, London SW1, on Thursday, November 3, at 4.30pm. The Leeuwenhoek Lecture by Professor M.A. Epstein, Department of Pathology, University of Bristol. "A prototype vaccine to prevent Epstein-Barr virus associated tumours". Details from Executive Secretary, The Royal Society, 6 Carlton House Terrace, London SW1. Telephone 01-839 5561, extension 278/277.

British Chemical Distributors & Traders Association Ltd, Crest Hotel, Heathrow, on November 16 and 17. One and a half day seminar on "The new chemical legislation and your responsibilities: can you cope?" Cost £80(+ VAT). Details from Miss W. Hammer, BCDTA Ltd, 12th Westminster Palace Gardens, Artillery Row, London SW1. (01-222 5292/3).

APPOINTMENTS

Bill Cox is new ICML chairman

Mr Bill Cox, managing director of Numark wholesaler Herbert Ferryman Ltd of Southampton is the new chairman of Independent Chemists Marketing Ltd. He was elected on September 24.



Mr Cox entered the pharmaceutical industry just after the war as a management trainee with Eli Lilly before joining ICI pharmaceuticals division. He was subsequently posted to the Philippines, where he was responsible for the sales of a number of the company's divisions.

On returning to the UK, Mr Cox became the personal assistant to a director of the Bank of England. In 1957 he joined May & Baker Ltd and returned to the Far East to develop sales, with specific emphasis on Korea, Japan, Indonesia and Hong Kong.

In 1964, Mr Cox, together with his brother Peter as an equal partner, bought control of the family business Herbert Ferryman Ltd — wholesale pharmaceutical distributors.

Mr Cox was a founder director of ICML and, for the past two years has been its vice-chairman. He is a member of the council and a past chairman of NAPD.

Volumatic Ltd: Peter Sidwell is appointed sales director.

R.P. Scherer Corp: Roy Collins, FRSC, is to become European regional director. He was previously managing director of R.P. Scherer Ltd, a post now taken by Stuart Maconochie, MPS.

Merrell & Pardoe Ltd: Keith Scrivens has been appointed sales director. Mr Scrivens previously spent 15½ years with Lilia-White in various sales and marketing posts, including key accounts manager.

Robinsons of Chesterfield: James Robinson moves from production director to managing director of the dressings division. He will be succeeded as production director by Colin Williams, general manager of the company's Walthamstow plant since 1976.

Association of the British Pharmaceutical Industry: Peter Young replaces Bill McMillan as public relations officer for Sussex. Mr McMillan, who is to take up a post as director of information services at the United Kingdom Atomic Energy Authority, is also to relinquish his links with ICI's pharmaceuticals division in Cheshire.

Monday, October 10

Southampton Branch, Pharmaceutical Society, Polygon Hotel, Southampton, at 7.30pm. Mr C.R. Hitchings on "Current affairs in pharmacy". Buffet.

Tuesday, October 11

Bristol Branch, Pharmaceutical Society, Southmead Hospital Centre for Medical Education, at 8pm. Mr D.R. Knowles on "Computers in pharmacy".

Leicester Branch, Pharmaceutical Society, Postgraduate medical centre, Royal Infirmary, Leicester, at 8pm. Professor W. Brammar, professor of biochemistry, University of Leicester, on "Genetic engineering for pharmaceutical products".

Stirling & Central Scottish Branch, Pharmaceutical Society, Regency Suite, Terraces Hotel, 4 Melville Terrace, Stirling, at 8pm. Mrs M. Sharpe, sister-in-charge at the NHS's largest drug dependence unit, on "The drug addict: his problems, his treatment, his cure".

Nielsen statistics are published regularly in C&D. See issues December 11, 1982, p1044; February 5, p209; March 5, p389; March 26, p542; May 7, p841 and July 16, p105

Nielsen drug index shows units sales on the move again

Unit sales of the 39 product classes monitored in the Nielsen drug index were 2 per cent up in the May / June period compared with the same two months last year: the corresponding sterling figures give an 8 per cent increase showing the effect of inflation. This is the first time during 1983 that the units sold in any one bi-monthly period have increased by comparison with the previous year's figures and only the third time this has happened over the last two years (see graph).

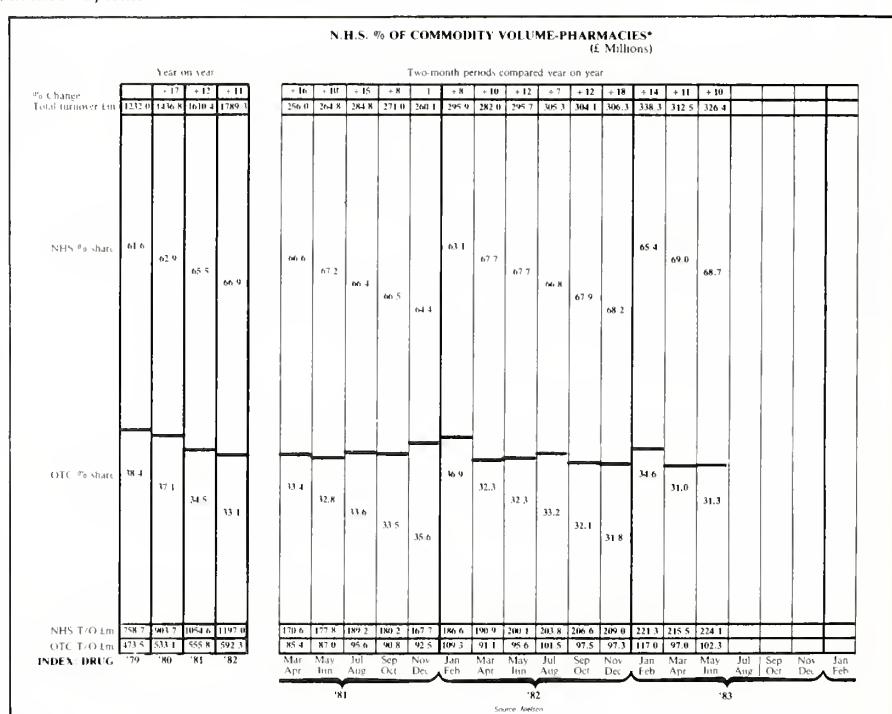
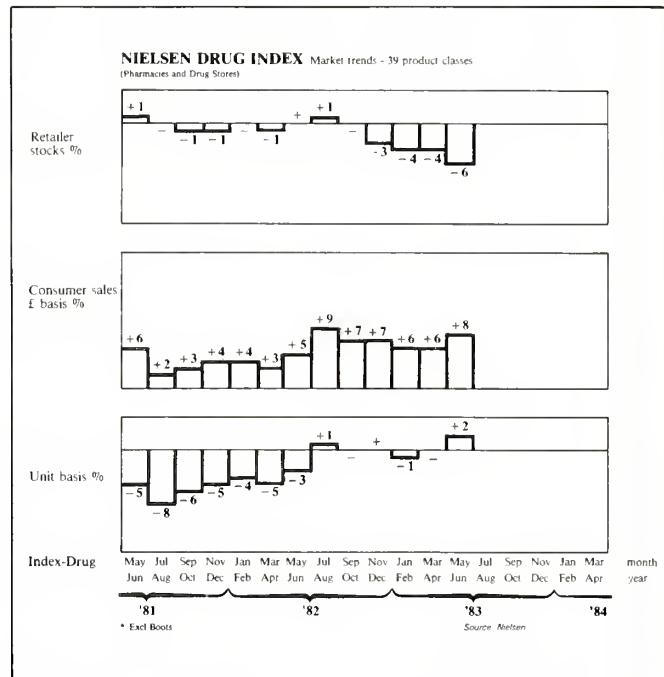
Retailers are continuing the de-stocking trend begun in earnest in November / December of last year with May / June stocks 6 per cent down on 1982 — the largest change shown for two years.

Pharmacy turnover up

Turnover in pharmacies (excluding Boots) was 10 per cent up in May / June compared with 1983 at £326.4m with the NHS share at 68.7 per cent.

The basis of the Nielsen "drug" index (39 product classes) for pharmacies and drug stores are: acne and aftershave preparations, artificial sweetening agents, baby rusk, cough / cold and influenza remedies, cough / cold pastilles and lozenges, denture cleaners, fixatives, eye preparations, hair colourants, colour restoratives and conditioners, liquid antiseptics, mouth fresheners, multivitamins, nasal sprays and drops, nerve tonics, oral lesion preparations, powdered baby milks, slimming aids, strained, junior and instant baby foods, vapour rubs, air fresheners, baby napkins and syrups, bath preparations, blackcurrant health drinks, cotton swabs, external deodorants, first aid dressings, hair setting agents, hand preparations, indigestion remedies, oral analgesics, razor blades, sanitary towels and tampons, shampoos, toothbrushes and toothpastes.

A.C. Nielsen Co Ltd claim to be the world's largest market research organisation. They operate in 26 countries at present and have been carrying out market research for 40 years. ■



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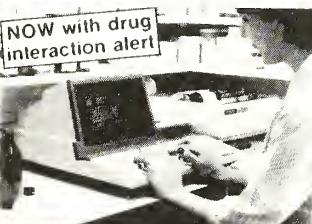
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